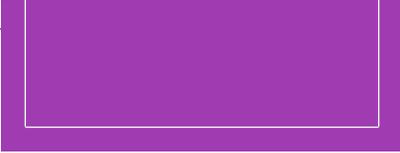


DRUID HILLS CIVIC ASSOCIATION

Listening Effort Report – May 20, 2020



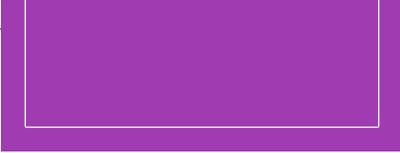
**SURVEY SAMPLE:
3,700 HOUSEHOLDS**

303 Responses

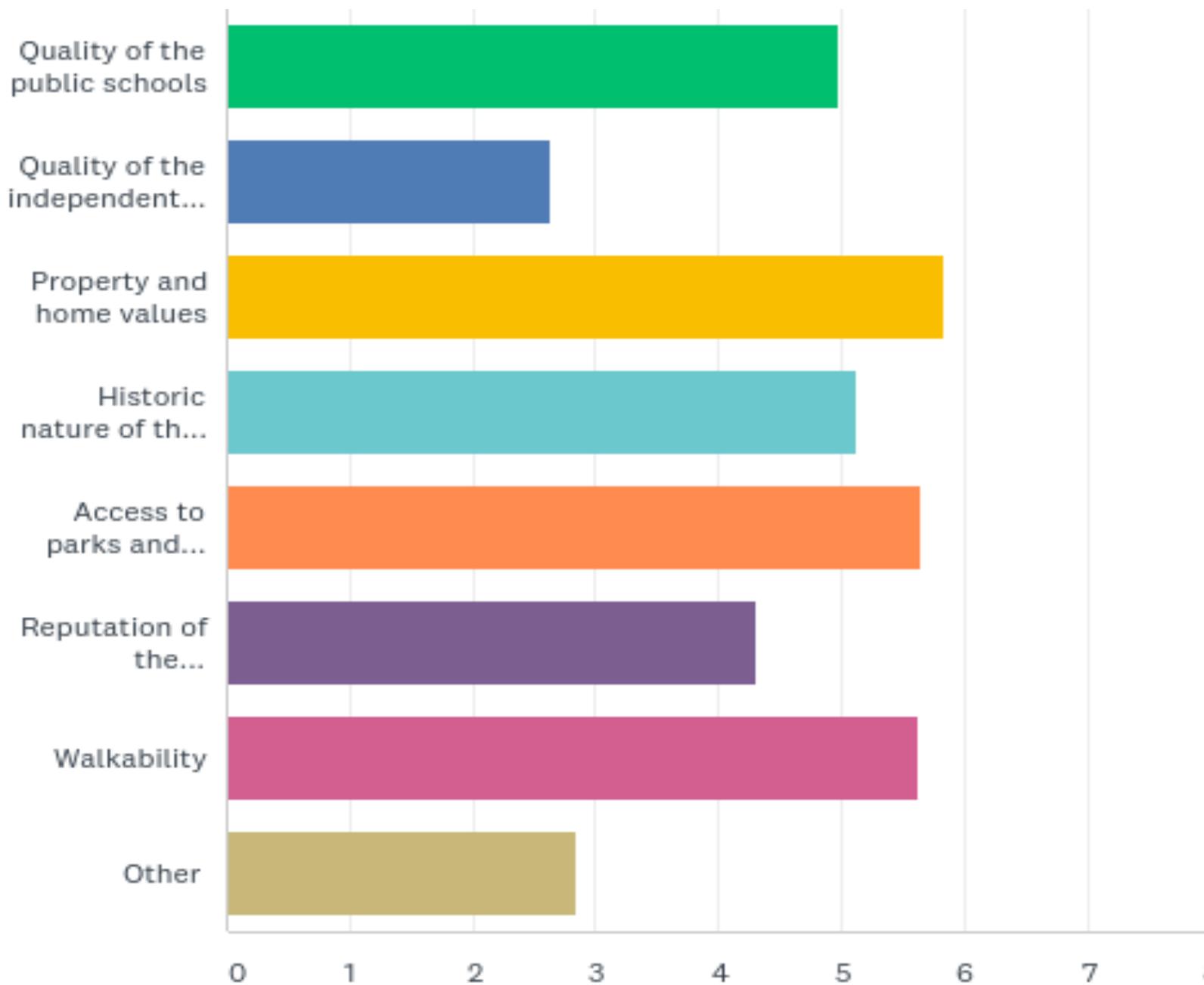
Completion Rate: 8%



CONTEXT: AVERAGE
RESPONSE RATES OF NON-
INCENTIVIZED, EXTERNAL
SURVEYS: 2-15%



RESULTS



Q1: WHAT IS MOST IMPORTANT TO YOU ABOUT LIVING IN THE DRUID HILLS NEIGHBORHOOD? PLEASE RANK IN ORDER FROM MOST TO LEAST IMPORTANT, WITH 1 BEING MOST IMPORTANT TO YOU.

Answered: 298

Q2 We're interested in clearly defining the purpose of the Druid Hills Civic Association. What do you believe the primary purpose of the Druid Hills Civic Association should be?

Answered: 288



Represent the views of ALL Druid Hills residents / be a voice for all / advocate



Unite the neighborhood/ facilitate community cohesion / communicate information



Maintain public safety and advocate for police coverage /keep crime rates low



Control development that is not aligned with historic commission guidelines / preserve historic neighborhood



Foster and preserve parks, greenspace, tree canopy



Communicate how to participate in civic life



Minimize traffic issues

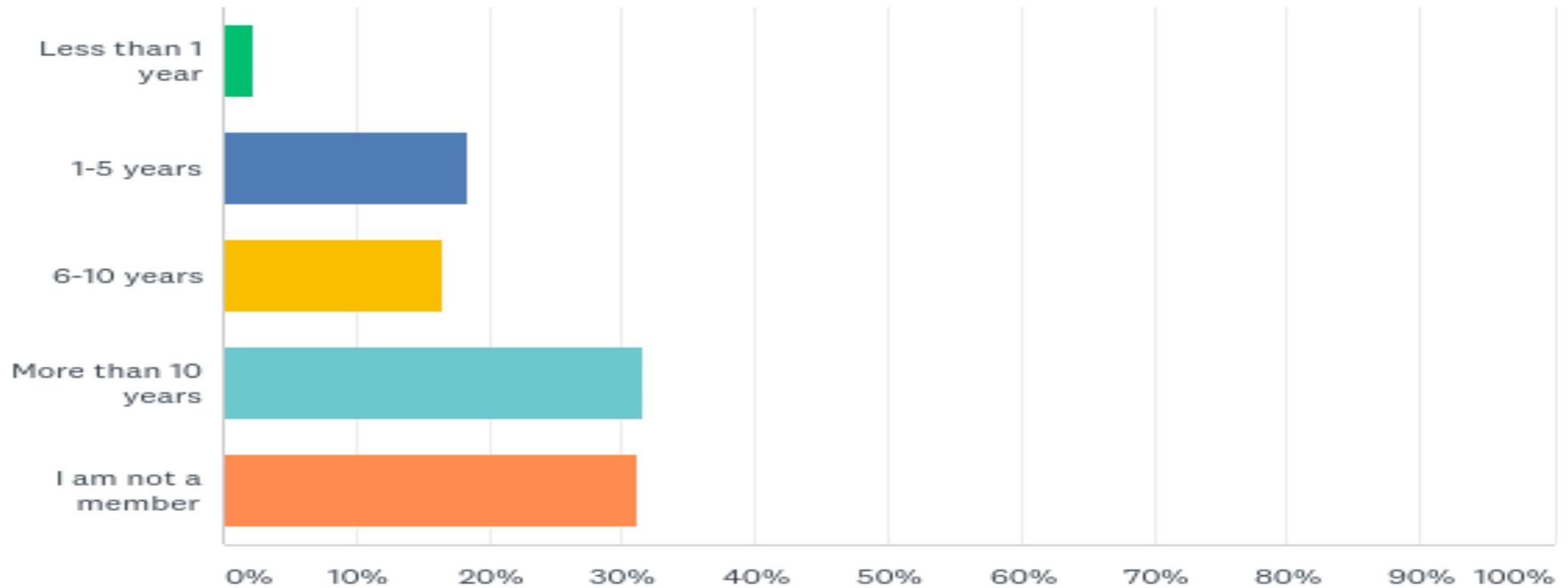
Q3 What are the 2-3 most important opportunities for Druid Hills during the next several years and what should the Druid Hills Civic Association do about these opportunities?
Answered: 267

1. Traffic / Transit
2. Safety / Crime
3. Cityhood / Annexation
4. Redevelopment of Emory Village
5. Sidewalk Repair / Curb Cuts & Repair
6. Parks / Greenspace / Tree Canopy
7. Streetlights
8. Re-building a Sense of Community
9. Reputation of the DHCA

Q4 What are the 2-3 most important challenges facing Druid Hills as a neighborhood and what should the Druid Hills Civic Association do about these Challenges?

Answered: 275

1. Traffic
2. Safety / Crime
3. Inappropriate development
4. Annexation
5. The need to increase communication to the community
6. Resistance to change
7. Need for DHCA to be transparent & well governed
8. Infrastructure needs of the neighborhood (costs to repair)
9. Sense of community/apathy/turnover in home ownership



Q5: IF YOU ARE A MEMBER OF THE DRUID HILLS CIVIC ASSOCIATION, HOW LONG HAVE YOU BEEN A MEMBER?

Answered: 292

**Q6, Continued: If you are not a member of the Druid Hills Civic Association, please tell us what, if anything, could interest you in joining the association.
Answered: 122**

UNDERSTANDING WHAT THE DHCA'S PURPOSE IS, WHERE THE MONEY GOES, AND WHAT THE BENEFITS OF MEMBERSHIP ARE (RESULTS)

- *What has the Association accomplished in the last 5 years and where does all the money go?*
- *Better understanding of the relevance, effectiveness, and functioning of the association. Its reputation in these areas is low.*
- *Transparency into the mission, goals, activities and past achievements of the association.*

NO PARTICULAR REASON

- *Just haven't done it. Maybe social events where residents are informed about the work of the DHCA and prompted to join at conclusion.*
- *I have no idea what they do. I don't have a lot of time on my hands. I doubt I could be an active member*
- *I am interested in finding out what it takes to become a member. I was interested when we joined the neighborhood assoc. but it fell off my radar until now.*

Q6 If you are not a member of the Druid Hills Civic Association, please tell us what, if anything, could interest you in joining the association.

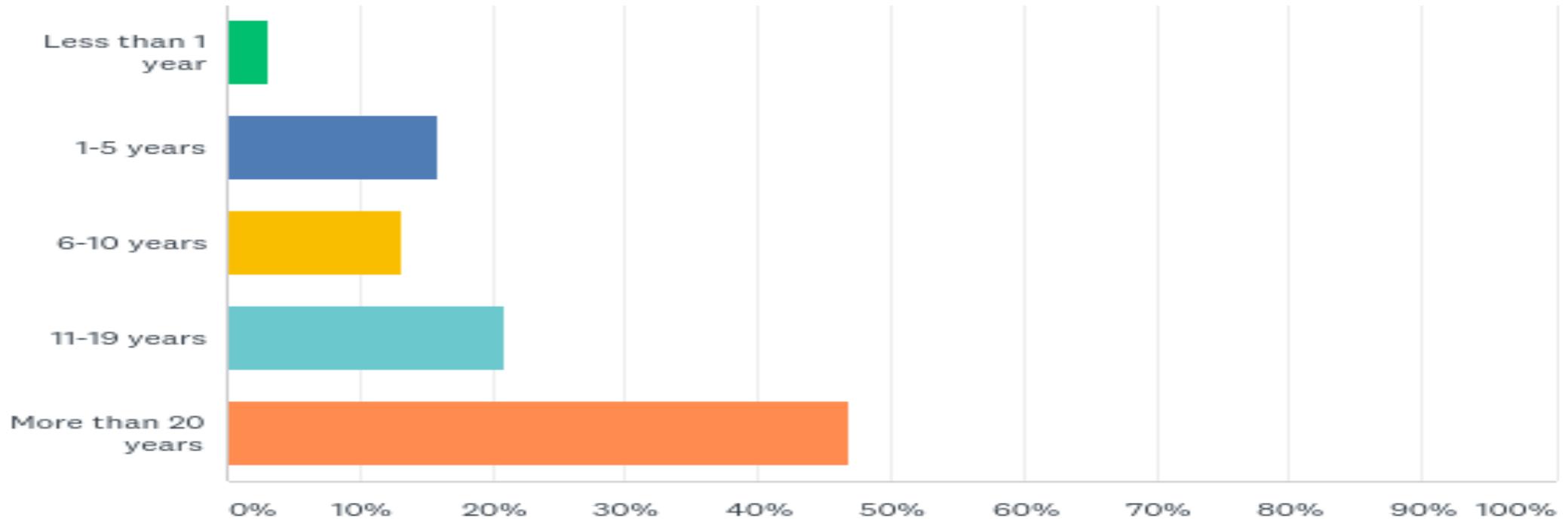
ALIGNMENT WITH THE DHCA'S VALUES, EMPHASIS ON COMMUNITY, AND ATTENTION TO THE ENTIRE NEIGHBORHOOD

- I was at one time, but I didn't see much value. The people involved seemed to not reflect similar values.
- Attention paid to our side of the neighborhood (University Streets) not just the Ponce/Lullwater side / More interest in us townhouse owners on Briarcliff
- More emphasis on bringing in businesses, improving quality of life and community-building.
- More focus on community values, less focus on showcasing the homes of the very wealthy and making it difficult for homeowners to enhance their property.
- Broaden the platform beyond historic preservation
- I would like to see a more progressive association, more development and transit oriented, while also protecting historic areas. We can do both.
- I've lived in Druid Hills for more than 30 years and have often been a member of DHCA. I recently have begun to feel that my idea of community/neighborhood may not match with DHCA. I would like to belong to an association whose first interest is one of welcome and inclusion.

Q6, Continued: If you are not a member of the Druid Hills Civic Association, please tell us what, if anything, could interest you in joining the association.

ONE, OPERATIONS, AND POSITIONS OF THE ORGANIZATION

- I don't want to get involved in a group that talks a lot but nothing much happens. In contrast the group that put together the changes in Emory Village should be applauded for all the good work they've done to enhance our neighborhood.
- I don't see my concerns being addressed. Safety continues to be a problem, things like bike paths taking out large numbers of trees comes out at the last minute... traffic flow is slow to change. Not sure what joining does
- The DHCA needs to serve the needs of the entire neighborhood and not bend to the wants of a small few.
- I'm not sure what this group does. Currently I think of it as a roadblock to making upgrades or changes to my home.
- I may let my membership go this year. Sending out a 'payment due' form without the proper 'asking' to renew and denying people an easy opportunity to change their donation amount is off-putting.
- We were formerly members but allowed our membership to lapse when the DHCA appeared to assume a more favorable position on the Clifton Ridge development. We would like to know what is going on at Clifton Ridge. We are, in general, in favor of having a vital DHCA.
- I am a member of DHCA but have soured on the organization recently and may not continue my membership. The DHCA board contains many diverse voices but tends to be dominated by those for whom nostalgia and native conservatism are primary. Efforts at change and modernization are resisted and scorned. If it continues, this attitude will drive away the "best and the brightest" of the newer residents.



Q7: HOW LONG HAVE YOU LIVED IN THE DRUID HILLS NEIGHBORHOOD?

Answered: 295

Q8 What is the likelihood that you will remain a resident of Druid Hills for at least the next several years?

Choose 1 for "very likely" and 10 for "not very likely."

Answered: 280

2/3 of respondents intend to be residents of Druid Hills for the next several years.

Q9 What have we not asked you that you would like the Druid Hills Civic Association leadership to know about the association's purpose and activities?

Answered: 176

- Create a brand that marries that past with the future.
- Limit board service and capture the ideas of our younger residents.
- The board is too large and should represent the interests of the community.
- Civic associations around us seem to create more cohesion and sense of community. Why can't we?
- We need to be more open to change – in a balanced, consensus-driven way.
- I want to thank you for sending the survey. It's the first time I've been asked the purpose of the DHCA and the priorities should be.
- I wish I felt more engaged. Right now it seems like the province of a selected few.



FOCUS GROUP RESULTS & COMMUNITY INTERVIEWS

February 11, 12, 13, and 14, 2020

123 Attendees from the 9 Divisions

Hosted by Division Chairs

+ 9 Individual Community and Stakeholder Interviews

Prevent

- Prevent Improper Development, Protect the Property Values
 - Must have strong relationships with elected & agency officials: city, county, state

Address & Advocate

- Address & Advocate for the Needs of the ENTIRE Community
 - PROTECTION/SAFETY
 - CONNECTION
 - LISTEN to the community and then respond to needs
 - Foster Community Interests
 - Historic preservation in the areas of the neighborhood that are historic

Communicate

- Communicate with the Community
 - Maintain Print Version of Newsletter

Gather

- Tour of Homes / Social Events

Celebrate

- Celebrate History but Pull Forward into the Future

Purpose of a Civic Association

DHCA Should Address....

Crime and Safety

Infrastructure Repairs – Sidewalks, Streetlights

Structure and Governance Issues

The Divisions – the numerical system doesn't mean anything or invoke any loyalty

Executive Committee is making decisions when it shouldn't be

Board is too large and unwieldy to govern effectively

Perception that the DHCA is a "fiefdom"

Reconfiguration of the Tour of Homes

The Situation with Emory Village

Engagement and working with relationship with Emory University

Traffic

Work with police and GDOT on plan for the entire neighborhood – cannot be done "street by street"

Emergency vehicle lane clearing

Why don't people join DHCA?

Lack of understanding of what a civic association is and does

Lack of understanding of what DHCA is and does

Lack of communication from DHCA – must be perceived as relevant

Reputation

Transparency

QUESTIONS

