



Neighborhood Vitality Index

[Date]

[address 1] [address 2]

[city] [state] [zip]

هذا الاستطلاع متاح باللغة الإسبانية. انتقل إلى

<https://bit.ly/NVI2023>

لزيد من المعلومات ولإجراء الاستبيان.

Esta encuesta está disponible en español.

Vaya a <https://bit.ly/NVI2023> para obtener

más información y realizar la encuesta.

Dear Detroit neighbor,

At Community Development Advocates of Detroit, we care a lot about Detroiters and what they have to say about their neighborhoods. And we want to hear from you! That's why I am asking you to complete this survey and why we will send you a \$25 gift card if you do.

What is this survey? This survey is about learning what makes Detroit's neighborhoods vital and strong. The Neighborhood Vitality Index (NVI) is a framework for measuring progress and success in Detroit's neighborhoods over time, by collecting data from multiple sources, including Detroit residents. You can read more about the NVI framework here: <http://buildingtheengine.com/successful-neighborhoods>.

How do I take it? There are two options to take the survey and get your \$25 gift card:

Option 1: Take it online! You can get to the survey online through one of these ways:

(a) Type this URL into a web browser on a computer, mobile phone, or tablet:

(b) Scan this QR Code using a mobile phone or tablet:

bit.ly/NVI2023

If you take the survey online, you will need your unique Survey ID:
[SURVEYID]



Option 2: Call or email us to request a paper survey or to take the survey over the phone! You can reach us at jfmcg@jfmconsulting.net or (313) 290-0992. Leave a message and we will contact you.

The survey takes about **15 minutes** to complete. Instructions for receiving the gift card are written at the end of the survey. Your answers are *confidential*, and will *never* be connected to your name, address or other information that identifies you.





Who can participate in the survey? The person answering the survey must be 18 or older and must live at this address most of the time. ***Only one survey per household is allowed.*** If your household has already taken the survey, you will not receive another gift card.

Who is conducting the survey? This survey is being conducted by Community Development Advocates of Detroit (CDAD), a city-wide organization advocating on behalf of Detroit's community development industry for more than 20 years. CDAD is conducting Phase 3 of the NVI pilot survey in partnership with JFM Consulting Group, a Detroit-based social research firm, and Data Driven Detroit, a statewide, Detroit-focused provider of accessible, high-quality data.

How will my answers be used? Your responses will be used by community development organizations, funders, and city government to track progress in Detroit's neighborhoods over time. The survey will provide important data that will inform decisions that will help Detroit become a city of strong, vital neighborhoods. Once the survey data have been collected and analyzed, we will invite you and your neighbors to see what we have learned!

Thank you for your support as we work hard to strengthen our neighborhoods!

Sincerely,



A handwritten signature in black ink that reads "Madhavi Reddy".

Madhavi Reddy
Executive Director
Community Development Advocates of Detroit