

APPENDIX E: FOCUS GROUP SCRIPT FOR THE STATE AND DIVISION NEIGHBORHOOD

This appendix provides a written script of how a focus group could be conducted within the State and Division Neighborhood.

OBJECTIVES

1. Gather input on various perceptions of the State and Division Neighborhood.
2. Discover the community's identity.
3. Identify the strengths and weaknesses of the State and Division Neighborhood (ambiance, amenities, infrastructure, etc.)
4. Develop a better understanding of the current communication channels and explore other potential forms of media that could be used to spread awareness of community events.

INTRODUCTION (5 MIN)

1. Introductions
2. Thank participants
3. Overview of project
4. Discuss how focus group information will be used
5. Discuss how participants' contributions will make a difference
6. Emphasize how participants are experts on their own lives and how individual experiences are so valuable
7. Clarify that participation is voluntary at all times. Participants may choose not to answer any question and you may leave at any point. Feel free to get up at any time to get food, use the restroom, etc.
8. Review any consent process
9. If you are recording, inform the audience that you are doing so. Ensure that you have their permission.
10. If, at any time during the focus group, a participant brings up a topic that does not directly pertain to the question at hand, the facilitator may ask you to write the topic down on a

sticky note and place it on the "parking lot" sheet. These topics will be addressed at the conclusion of the focus group to ensure the bulk of the deliberation stays on course.

11. Ask for questions

12. Example:

- a. Hello, my name is _____. I am working with enFocus to help develop a marketing strategy for housing in Downtown Elkhart. We are interested in getting your views and learning about your experiences living in downtown Elkhart and the experience of other residents in your community. We would like to ask you some questions about amenities in your downtown neighborhoods, as well as discuss some potential issues that you believe need to be addressed. We also would like to discuss how you hear about community events in your area. This should not take more than two hours. Do not worry. There are no right or wrong answers. Your ideas and answers to our questions are very important to us. You are free to join this group discussion and free to answer or not to answer the questions we are going to ask. You should feel very free to express your thoughts. Your responses are confidential and anonymous. Do you agree to join this group?

GROUND RULES (5 MIN)

1. Please say your name before speaking (the first few times)
2. We ask that what is shared in this room stays in this room
3. Turn cell phones off if possible
4. One person speaks at a time
5. All responses are valid, there are no right or wrong answers
6. Please help create an environment where everyone can participate. If you are a quieter person, try to share your ideas as much as possible. You are the expert on your own experience and your opinions are very valuable to us. If you are a person who is able to formulate thoughts quickly and is comfortable speaking up, please be sure to also create verbal space for others to share throughout the session.
7. Would anyone like to suggest an additional ground rule?

ICEBREAKER (5 MIN)

1. Handout name tags and writing utensils.
2. Ask to write down their names and draw a logo that they love or associate with.
3. Have everyone share why they chose their logos. Share in a group or have everyone share thoughts with their neighbors.
4. Tie this into the purpose of the focus group - part of what we are doing is trying to unveil the neighborhood/community's true identity. Discuss the importance of identity.

WARM-UP QUESTION (5-10 MIN)

1. In your opinion, what attributes define a healthy neighborhood?

DISCUSSION QUESTIONS (60 MIN)

1. Transition
 - a. Now, I'd like to talk a little bit about attributes that healthy neighborhoods have, and whether State and Division exhibits any of those attributes.

2. Main question #1 (20 min)
 - a. What are the strengths of the State and Division Neighborhood ?
 - i. Probe: Do they coincide with what you would consider being a healthy neighborhood?
 - ii. Probe: What attributes does the State and Division Neighborhood possess that have the potential to be strengths, if given more attention?
3. Transition
 - a. Now, I'd like to talk about the sense of community in the State and Division Neighborhood.
4. Main question #2 (20 min)
 - a. In what way does State and Division provide a sense of community? Be as specific as possible.
 - i. Probe: What could be done to foster a better sense of community in the State and Division Neighborhood?
 - ii. Probe: Which members or bodies can be utilized to ensure that progress continues to be made?
5. Transition
 - a. Now, I'd like to talk about different forms of communication that the community uses to communicate with its residents (both downtown and neighborhood events).
6. Main question #3 (20 min)
 - a. How do you hear about community events?
 - i. Probe: What specific communication channels?
 - ii. Probe: Which channels, either existing or non-existing, do you believe would be most effective in communicating community events?

WRAP-UP QUESTION AND CONCLUSION (10 MIN)

1. These are all the questions I have for you.
 - a. If there were any "parking lot" questions:
2. Let's wrap up by addressing the "parking lot" questions that we accumulate throughout this session.
 - a. If there were NO parking lot questions:
 - b. If there anything else you'd like to know about our project?
3. Thank you for your time. It was a pleasure to meet all of you. Your answers will be very helpful as move forward with this project.