



Sample Report

Community Name: Aurora, MO | January 2020

This Community Confidence study identifies key community strengths, as well as a manageable set of issues that leadership can address. The report provides data that leadership can use to target efforts to improve local resources and drive down local poverty levels. Of particular value are your citizens' *positive perceptions of the community*. These can be used to actively engage more citizens in positive community action. This will provide Aurora with greater capacity to drive positive change.

What I am most proud about the community:



Most Admired Leaders:



GRO PROGRAMMING APPROACH



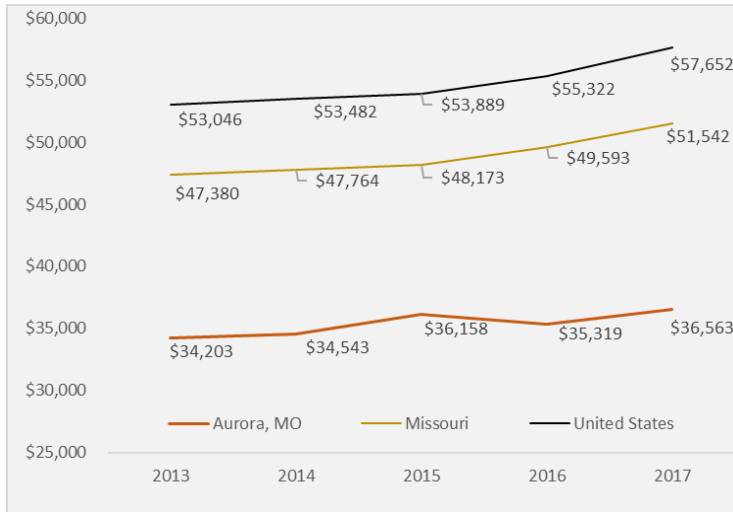


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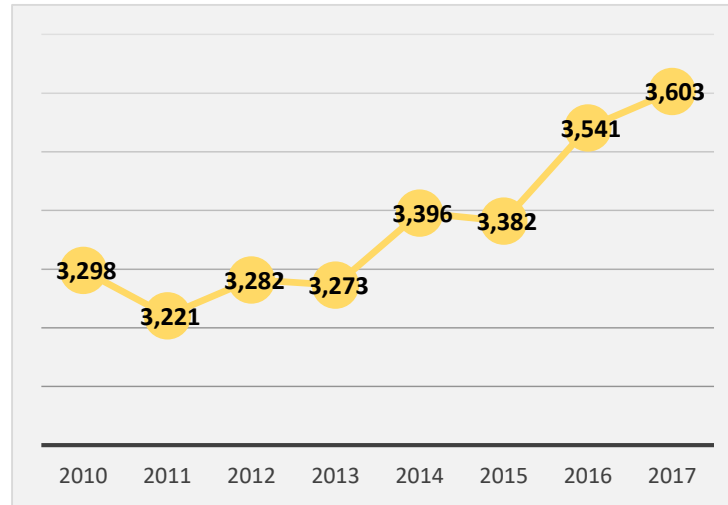
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Our Economy

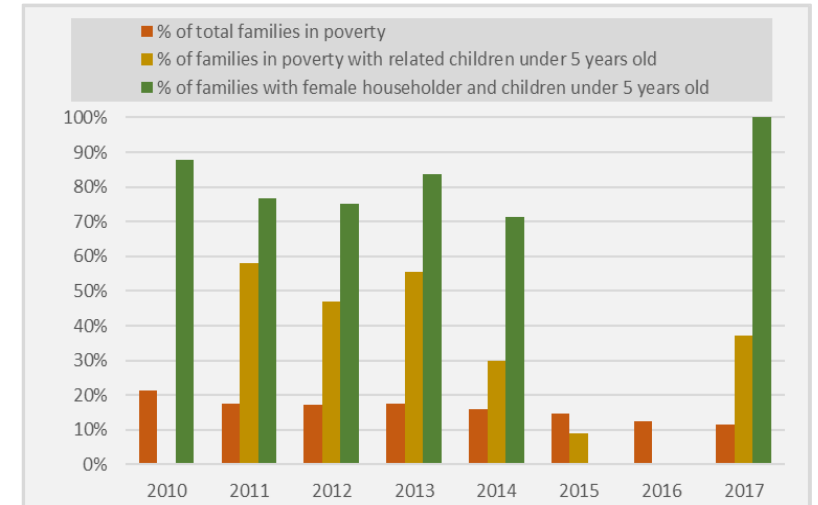
Median Household Wage



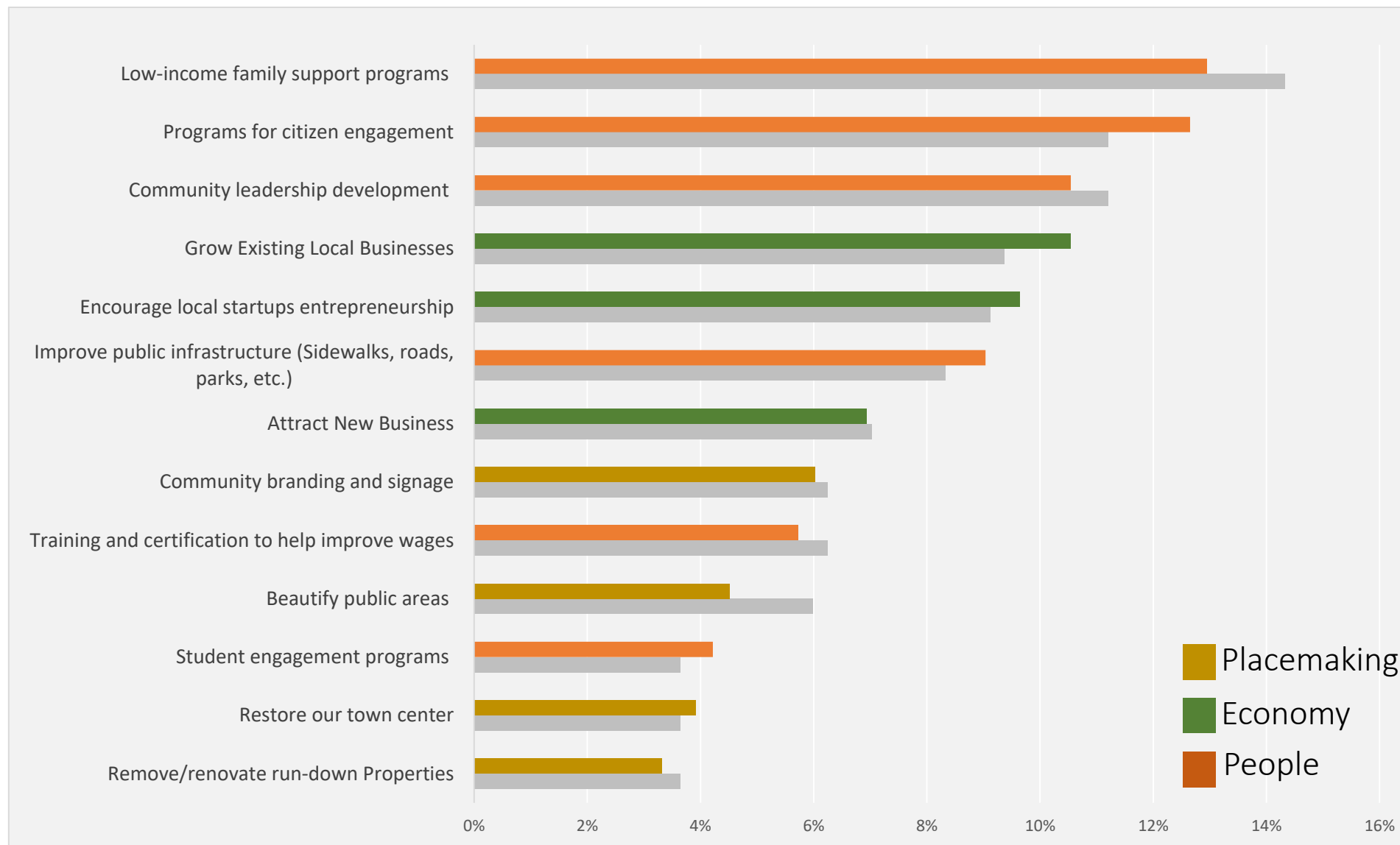
Total Housing Units and



Local Poverty Rates



What is most important to our community:



Aurora Score

Average GRO Community Score

Top metrics that the community would like to see improved:

- (1) Number of people that are living in poverty.
- (2) Average household income
- (3) Average household property value

Economic snapshot: Compared to the country and the state, Aurora's local wages are stagnating. Poverty rates are declining, but families with young children are struggling more. The survey indicates that the community would like town leaders to develop programming that delivers positive impact to the people in the community. This is similar to feedback received from other community surveys. Aurora's leadership can focus on issues identified above. While some of these issues can require many years to rectify, community leaders can target smaller parts of the city's population to drive engagement and positive impact.

Is there a more objective way to describe this?

Total Local Businesses & Establishments:
463

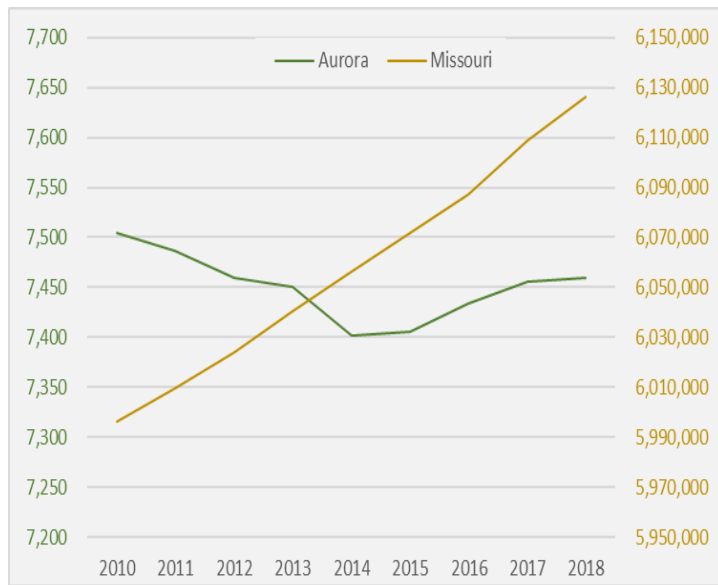


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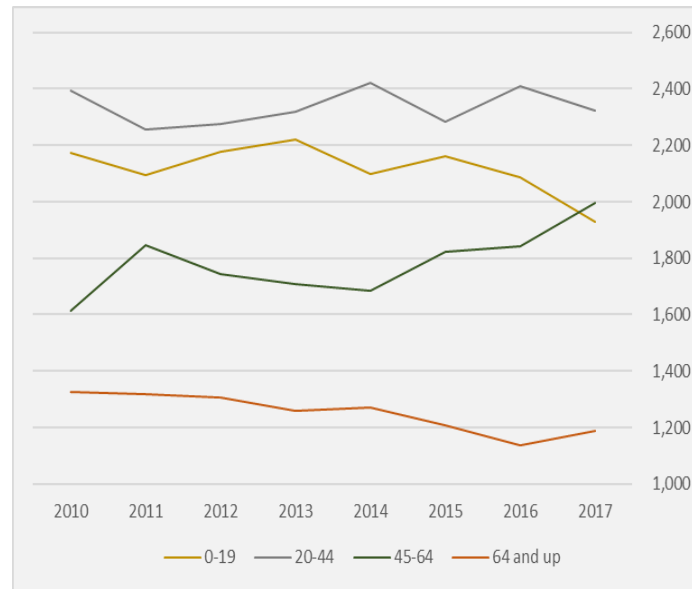
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Our People | Our Pride

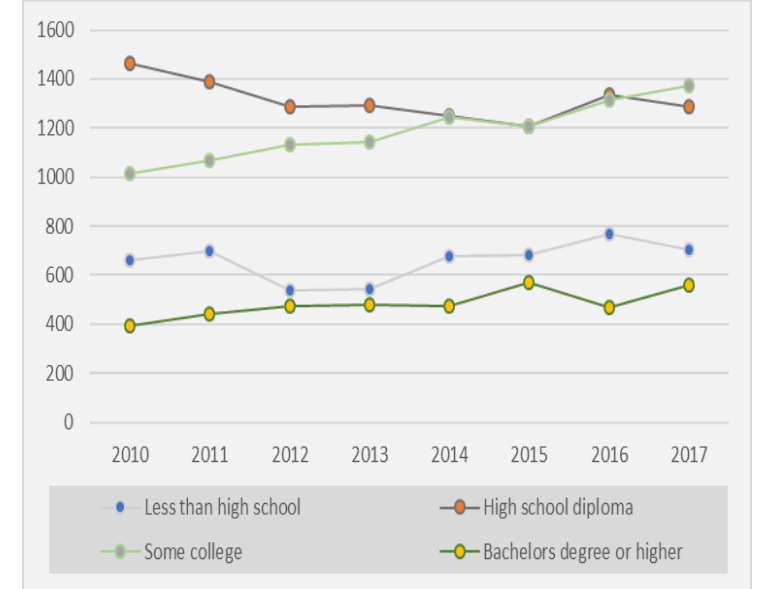
Overall Population Trend



Population Trend by Age



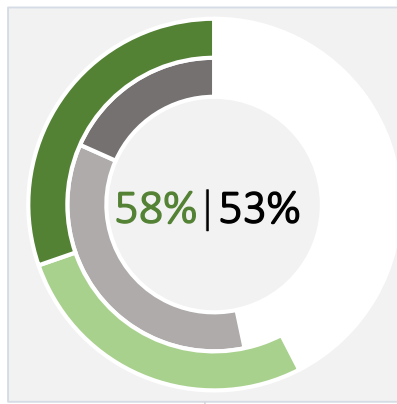
Education Attainment level



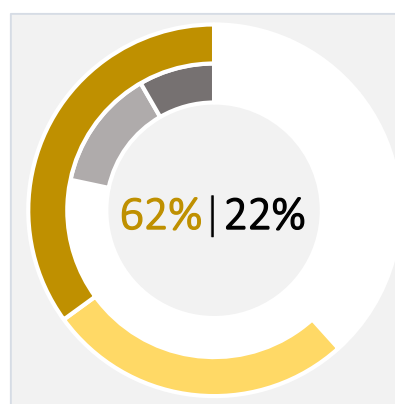
Portion of the community that is highly confident on the listed community dimensions:

■ ■ ■ ■ ■ Aurora Scores ■ Average GRO Community Score

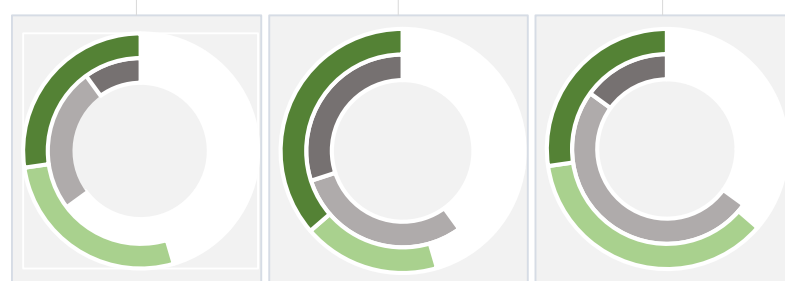
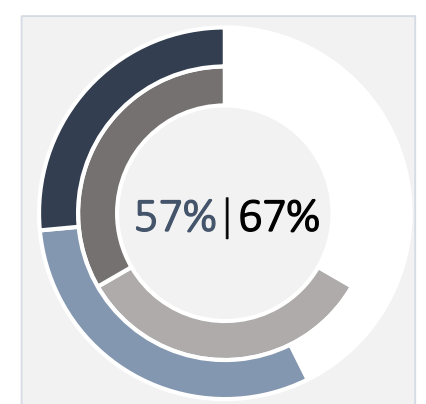
Collaborative Leadership



Community Vision

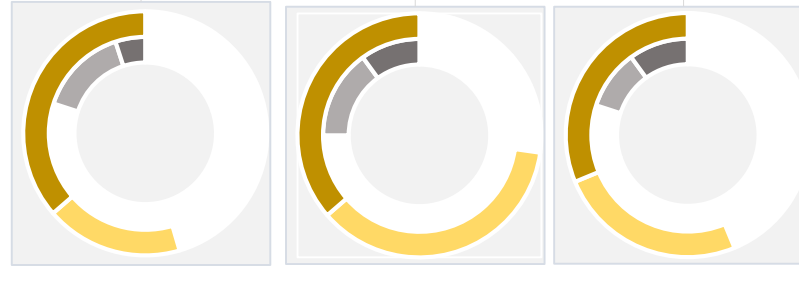


Citizen Commitment



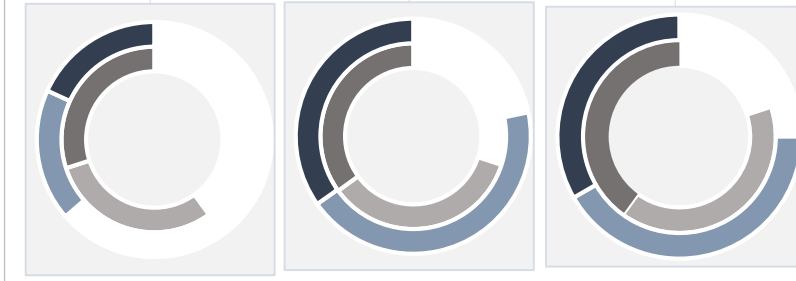
Trust Fairness Access & Pathways

Responses indicate that Aurora leadership is viewed as being highly trustworthy.



Visioning Planning Doing

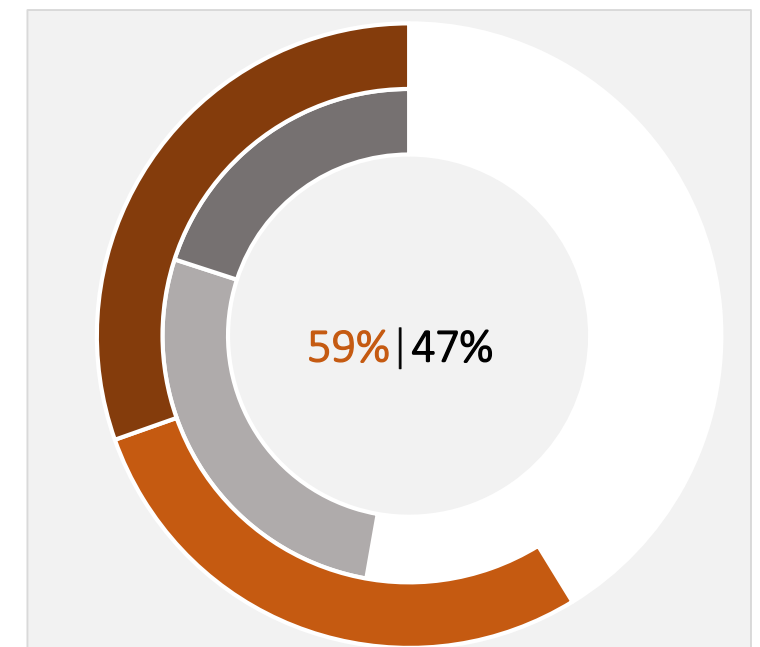
Perceptions of leadership's ability to set vision and deliver on goals were higher for Aurora than for other communities who responded to the survey.



Emotional Obligatory Public

Citizen commitment to Aurora was lower than other communities surveyed.

Responses indicate that Aurora's leadership is seen as trustworthy, fair, and maintains an open pathway for citizen participation. Finding ways to translate this community confidence into greater citizen engagement appears to be a valuable "next step" for leadership. Clues for how to make this happen are available in the response breakdowns from citizen demographics. Using insights from these can be used to support efforts to target programming to residents more inclined toward positive action. Building the town's capacity relies on bringing these community members to participate in development efforts.



Overall Community Confidence



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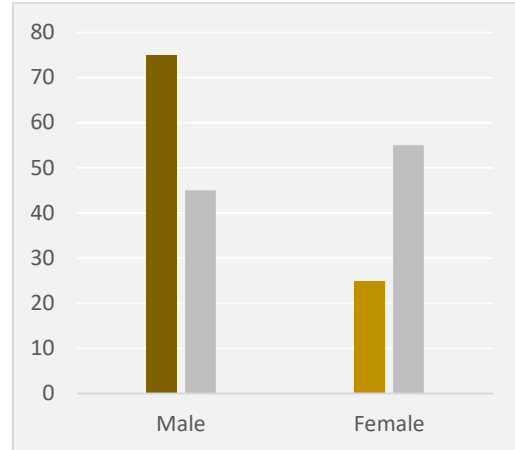
Who Responded to the Survey

Number of people:



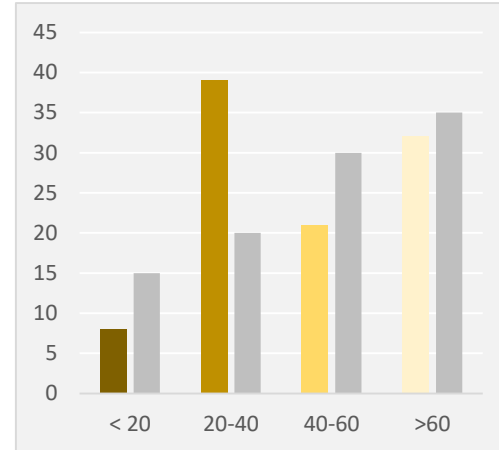
Community received a total of 110 responses, this is in line with the number of responses we see in most communities.

Gender:



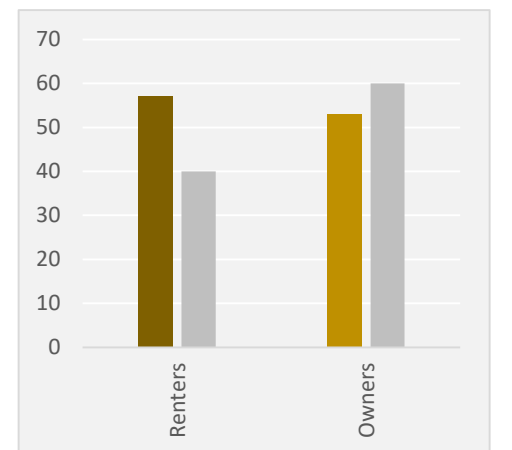
More males responded to the survey than what is typically seen. Males more often prioritized economic development, and females on placemaking priorities.

Age Profile:



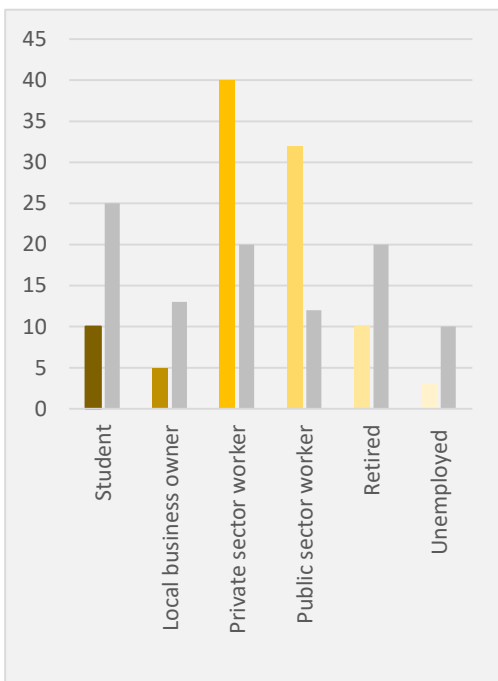
Limited participation from students. View of leadership varied significantly based on the age of the responder. Younger viewed leadership more favorably.

Residential Status:



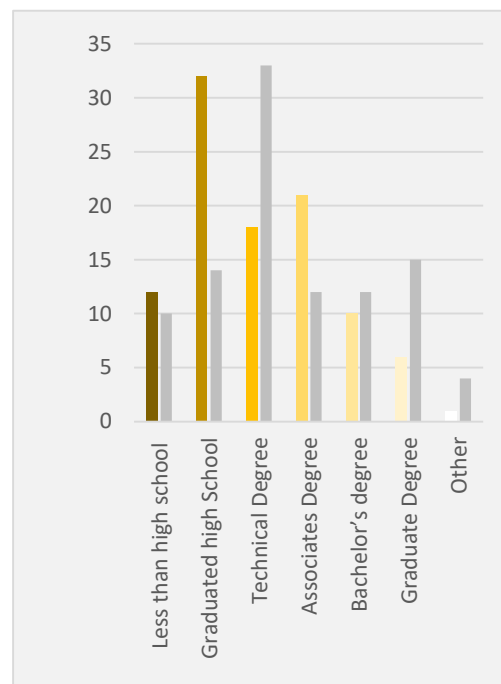
Resident owners tended to prioritize placemaking more and also demonstrate a stronger confidence in the community direction.

Occupation:



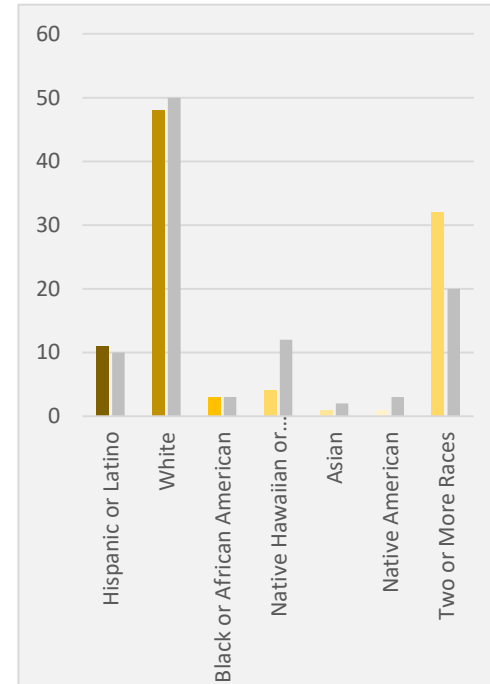
Opportunity: students, retired and unemployed have the lowest enthusiasm for the community. Steps should be taken to engage these citizens more.

Education Status:



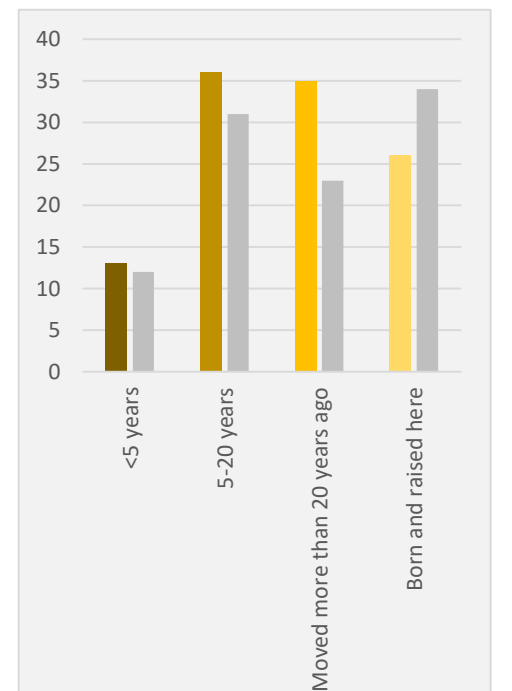
Individuals with mid-tier education seem to be least enthusiastic about the community. At top and lower ends citizens hold a more positive outlook.

Ethnicity:





Hispanic residents are most positive in their outlook about the community. White population is more inclined to engage in community related efforts.

Duration of Residence:



People who have resided for a shorter duration would like to see more talent related opportunities. Those who have lived here longer would like to focus on economics.

 Aurora Score
 Average Community Score

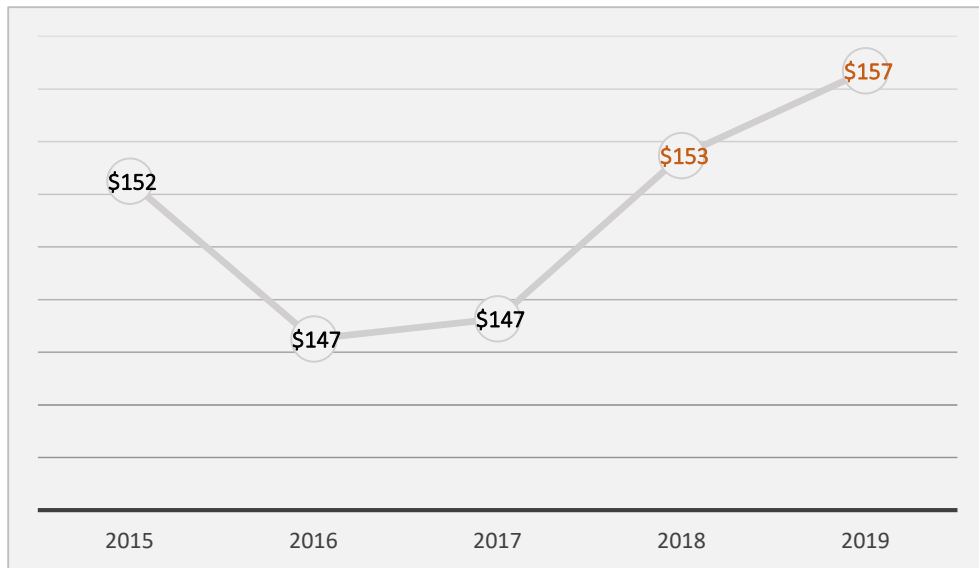
Number of people who expressed an interest in volunteering to better the community: **27 of 110**

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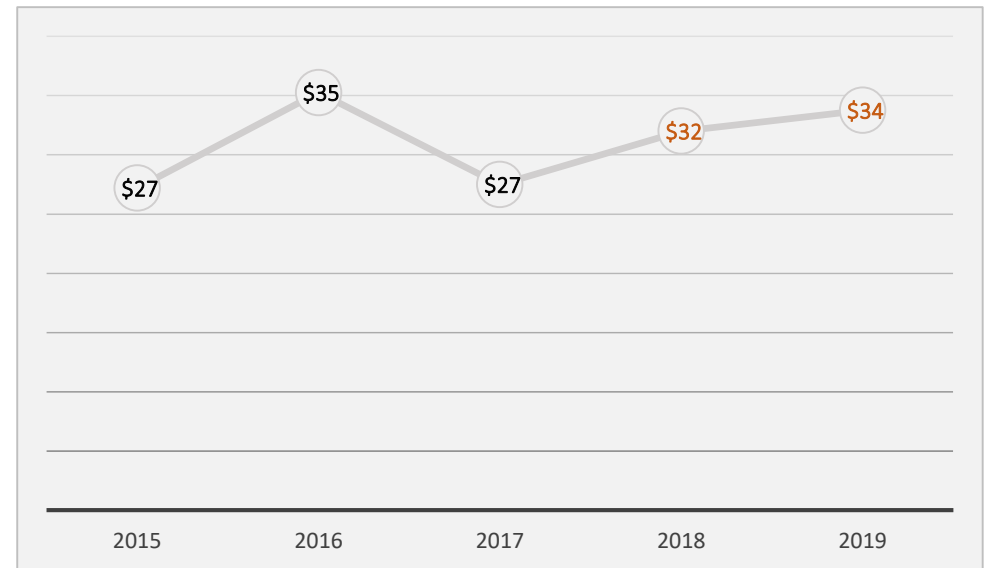
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Additional Data Elements

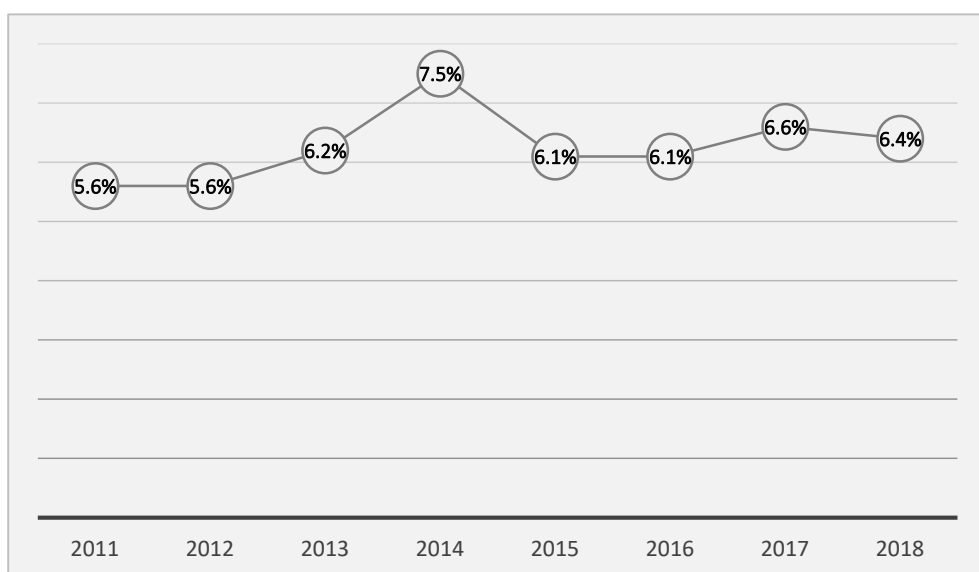
Annual Sales Tax Collections



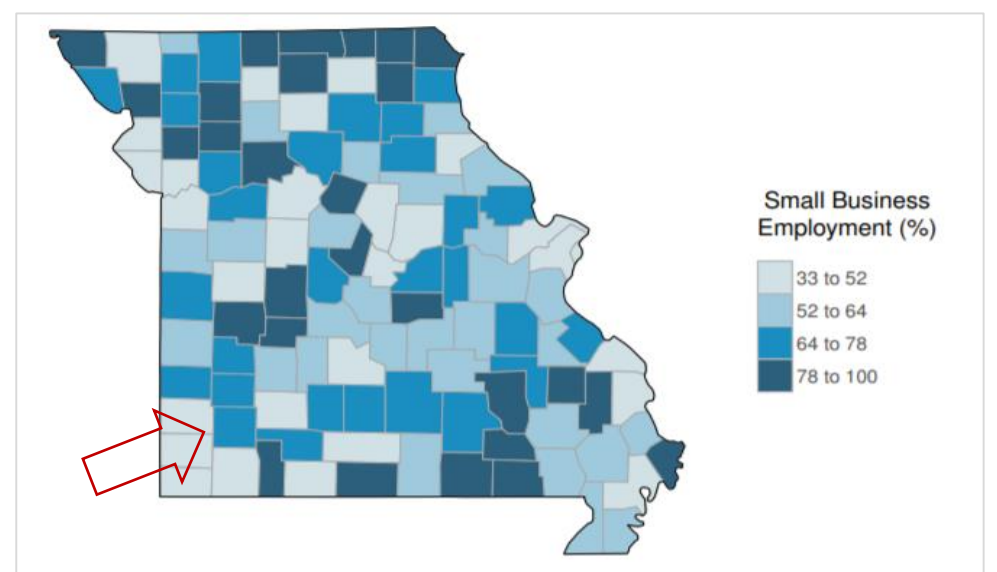
Annual Real Estate Tax Collections



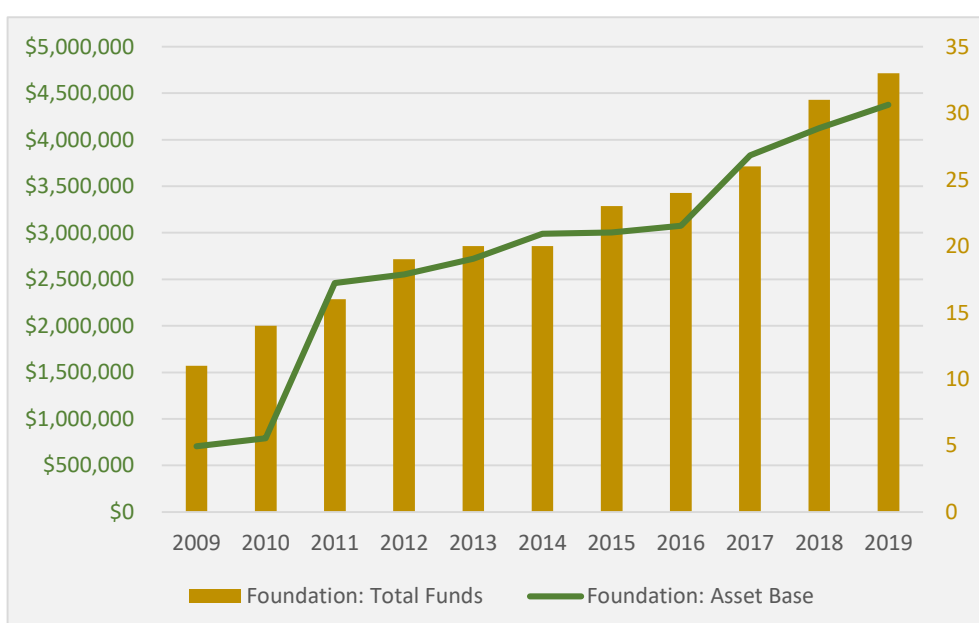
Local Unemployment Rate



Small Business Employment



Local Community Foundation Assets



Local Community Foundation Grants Awarded

