



**KNIGHT
FOUNDATION**

2023 *On the Table*

**Community Foundation of Central Georgia
The John S. and James L. Knight Foundation**

Key Findings



Middle Georgia State University

Data Notes

- Fourth installment, 2018, 2019, 2020, 2023
- 1,700 participants, 300 tables, 664 survey responses (39%)
- Cross-section of citizens from across the region
- Validation of municipal leaders' perceptions, independent source of feedback

- Results will be reported overall for the whole region, and then broken down by area

OTT conversations helped participants understand how to take action, led to connections, and helped them understand issues facing their community.

Which of these apply to your On the Table experience?



The conversation helped me better understand how I can take action to help address issues and challenges in my community

61%



I spoke with at least one person that I did not already know

67%

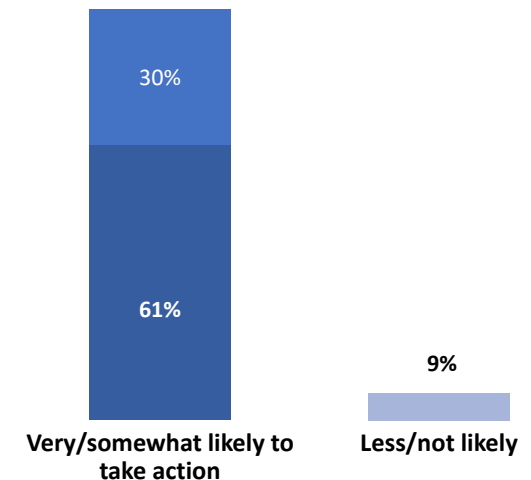


I learned about important issues in my community

67%

I exchanged contact information with at least one person that I did not already know

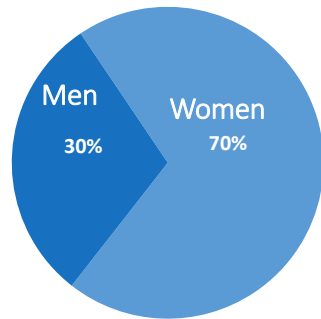
38%



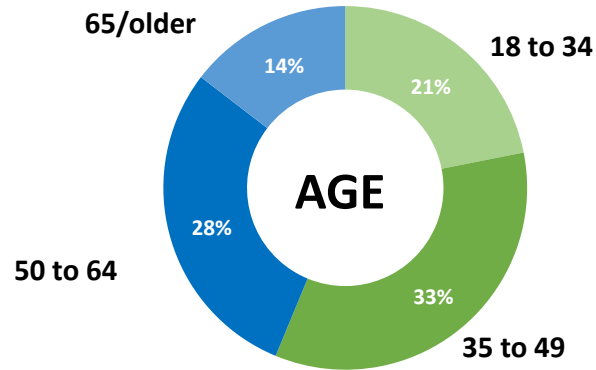
*59% Did NOT participate in OTT previously.

Profile of 2023 OTT Survey Participants: Demographics

GENDER



AGE



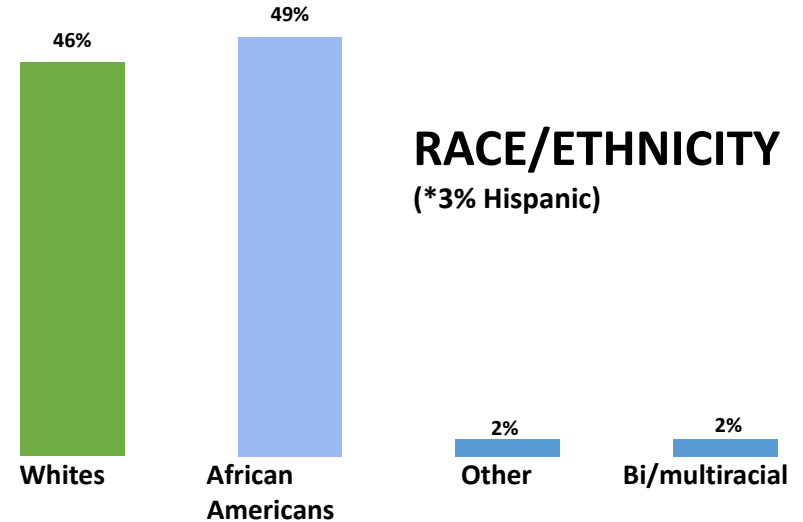
(N=323)

■ HS grad/less ■ Two-year college/voc ed ■ Four-year college grad ■ Post-grad educ

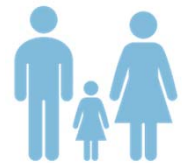
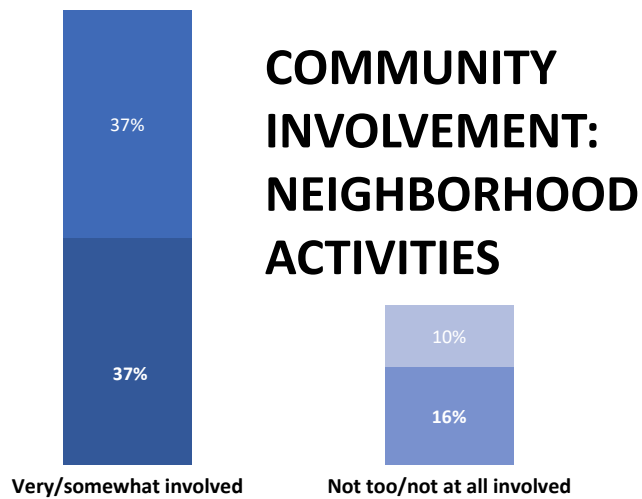
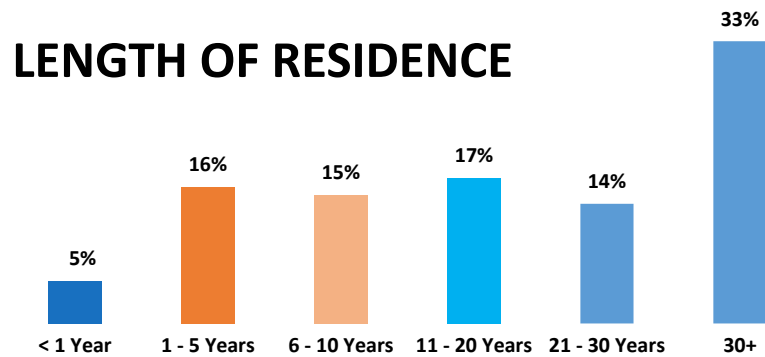
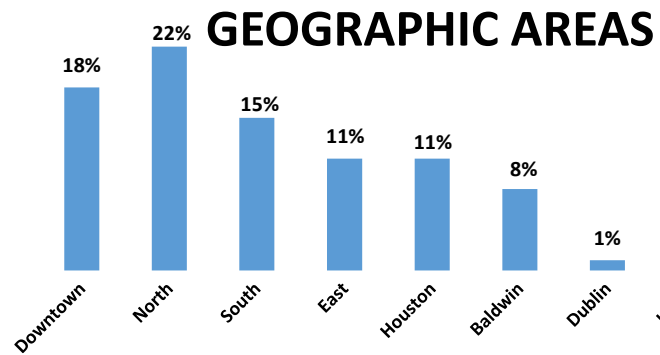
EDUCATION



RACE/ETHNICITY (*3% Hispanic)



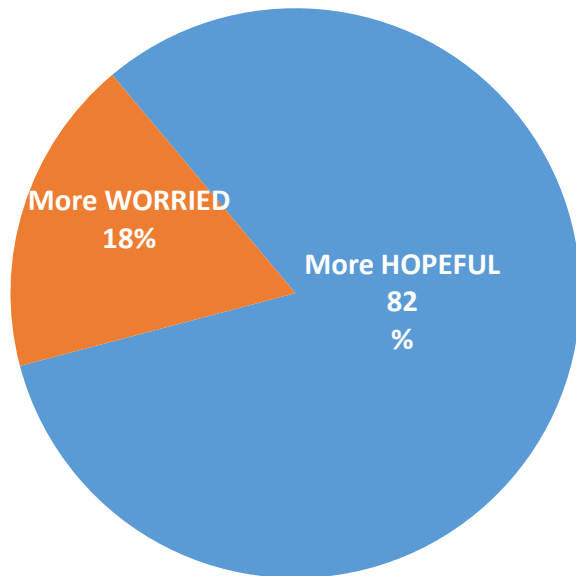
Profile of OTT Survey Participants: Community Engagement



32% are the Parent of a minor child

Participants across the board are notably more hopeful than worried about what the future holds for our community.

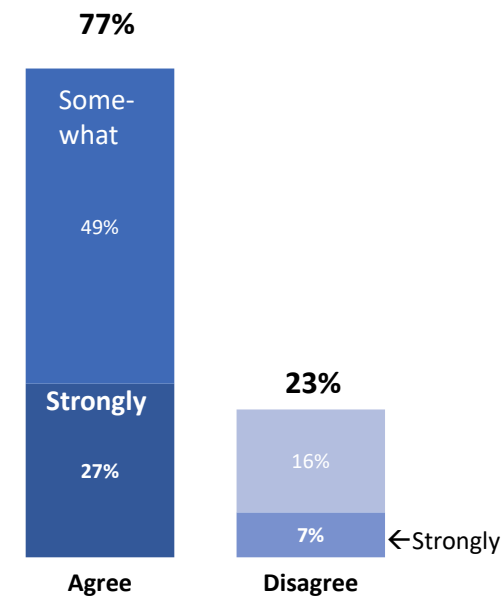
Looking ahead to the next five years or so, do you feel more hopeful or more worried about what the future holds for our community?



More HOPEFUL	
Men	81%
Women	83%
Age 18 to 34	82%
Age 35 to 49	81%
Age 50 to 64	87%
Age 65/older	82%
Baldwin	57%
Houston	83%
South	70%
North	84%
East	76%
Downtown	77%
Whites	85%
African Americans	79%

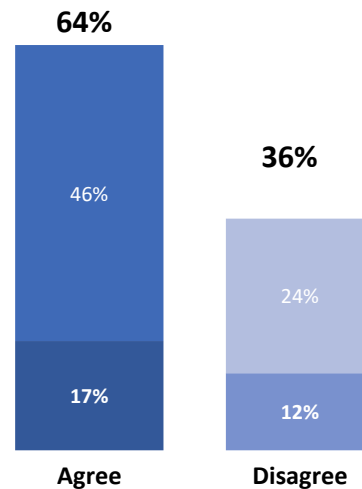
Changing assessment of our community on key dimensions, relative to 2020

My community is the perfect place for people like me.



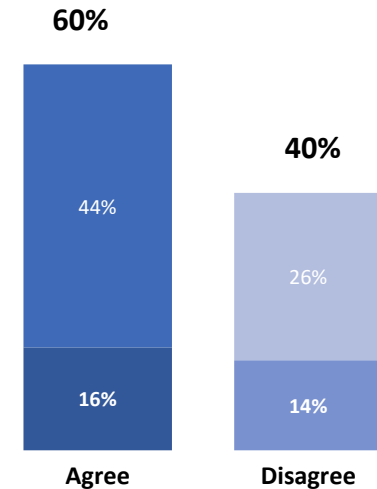
*2020: 79/19

Residents have shared goals/priorities for our community.



*2020: 55/42

My community provides opportunities for everyone.



* 2020: 46/52

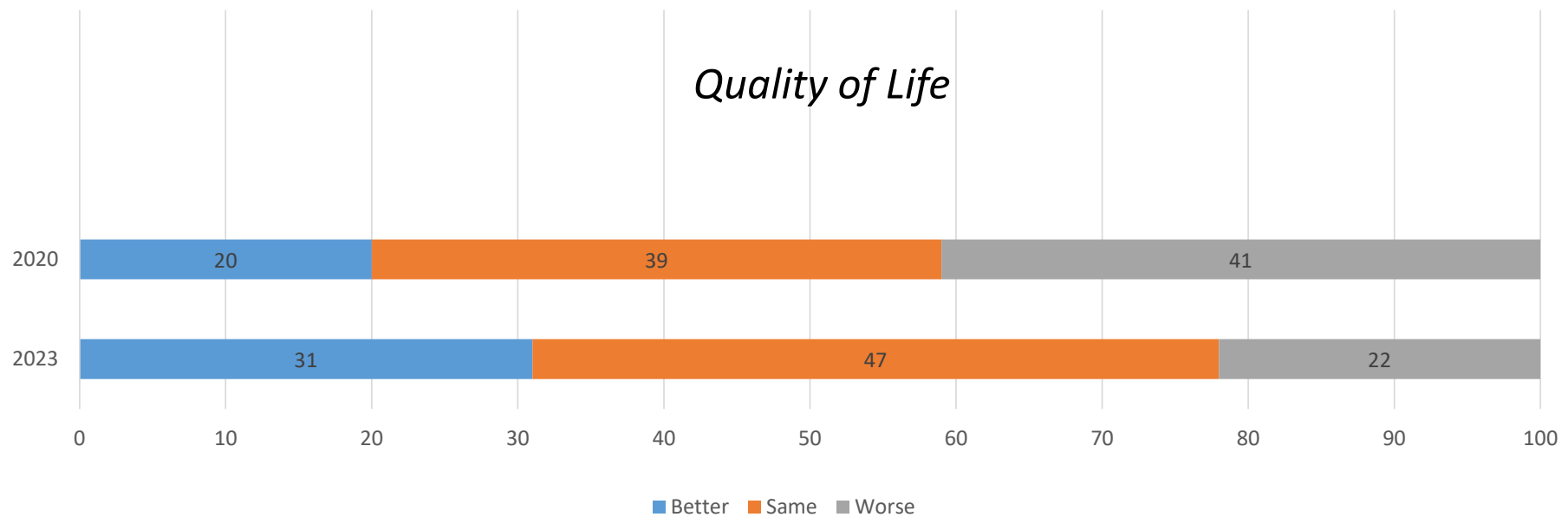
Community Comparisons

Community Outlook	<u>Baldwin Co.</u>	<u>Houston Co.</u>	<u>Macon-Bibb Co.</u>	<u>Downtown Macon-Bibb</u>	<u>North Macon-Bibb</u>	<u>South Macon-Bibb</u>	<u>East Macon-Bibb</u>
Feel Hopeful	70%	88%	83%	82%	89%	76%	82%
Perfect Place	57%	83%	77%	77%	83%	70%	76%
Shared Goals	68%	67%	63%	66%	65%	61%	56%
Opportunities for All	57%	57%	59%	60%	65%	52%	58%
Quality of Life Better vs. 1 yr	30%	32%	32%	37%	28%	34%	32%

“THE PULSE”

**WHAT’S BETTER?
WHAT’S WORSE?**

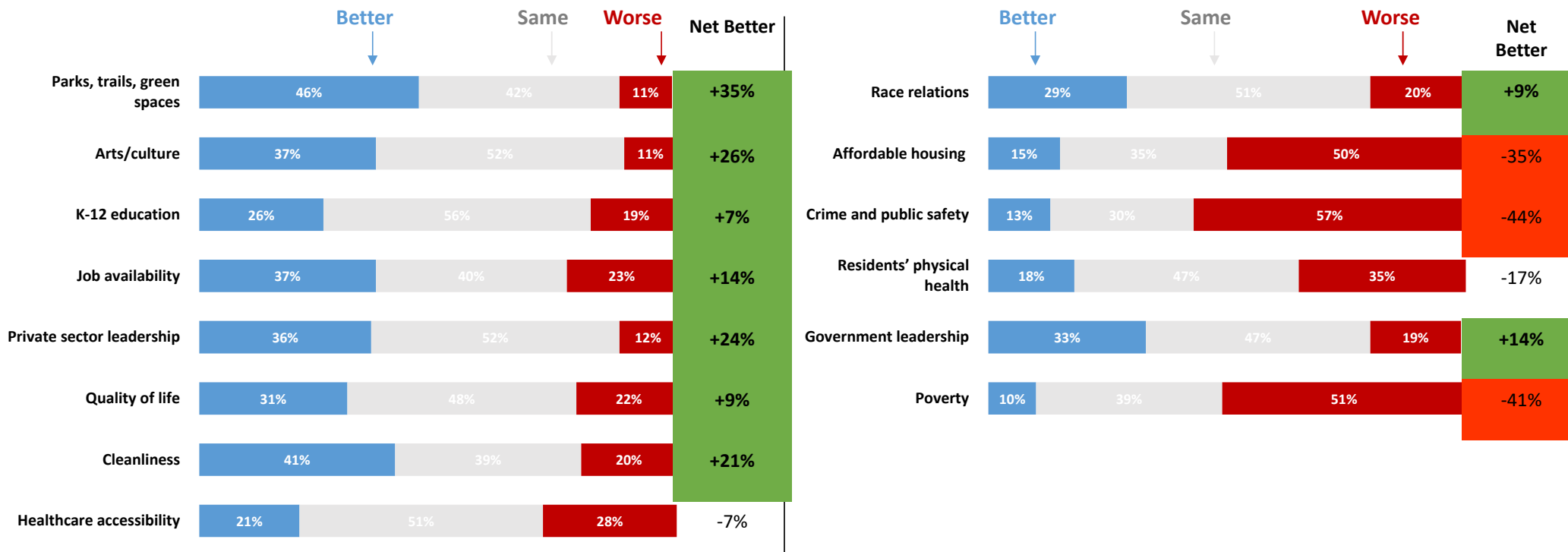
Participants across the board think that Quality of Life has improved, compared with one year ago.



*significant improvement vs. 2020 *OTT*

Perceptions of many aspects of our community have gotten BETTER, with some clear *exceptions*.

Has this aspect of our community gotten better, worse, or stayed the same over the past year or so?



On the TOP THREE issues that have *improved*, there is variation in perception across our region...

Better vs. 1 yr: Top 3	<u>Baldwin Co.</u>	<u>Houston Co.</u>	<u>Macon-Bibb Co.</u>	<u>Downtown Macon-Bibb</u>	<u>North Macon-Bibb</u>	<u>South Macon-Bibb</u>	<u>East Macon-Bibb</u>
	Cleanliness/ Blight	Private/ nonprofit Leadership	Public Parks	Public Parks	Public Parks	Cleanliness/ Blight	Cleanliness/ Blight
	Homelessness/ Hunger/Abuse	Job availability	Cleanliness/ Blight	Cleanliness/ Blight	Cleanliness/ Blight	Public Parks	Public Parks
	K-12 Education; Job Availability	Public Parks	Arts & Culture	Government Leadership	Arts & Culture	Arts & Culture	Job Availability

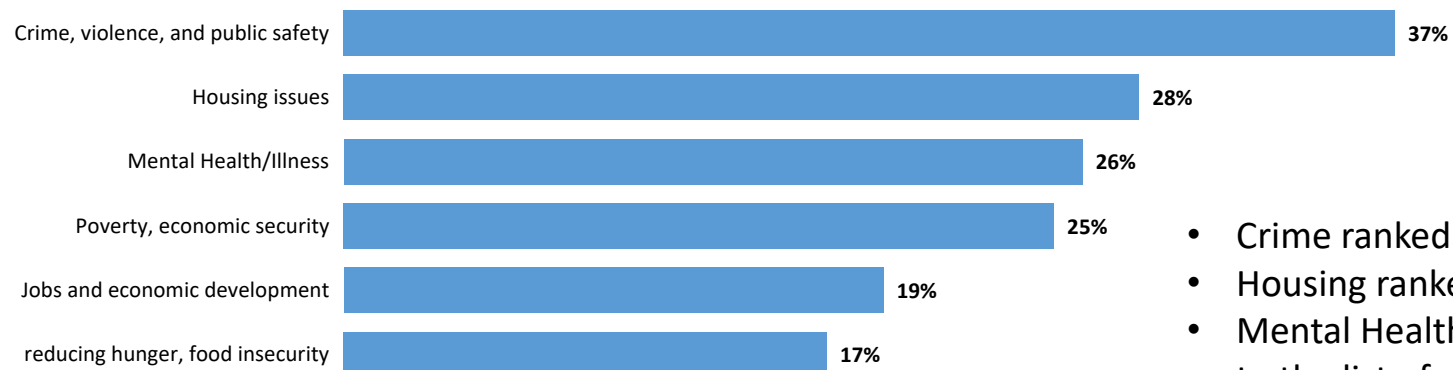
On the TOP THREE issues that have declined, there is variation in perception across our region...

Worse vs. 1 yr: Bottom 3	<u>Baldwin Co.</u>	<u>Houston Co.</u>	<u>Macon-Bibb Co.</u>	<u>Downtown Macon-Bibb</u>	<u>North Macon- Bibb</u>	<u>South Macon- Bibb</u>	<u>East Macon- Bibb</u>
	Poverty	Affordable Housing	Crime	Crime	Crime	Crime	Crime
	Crime	Poverty	Poverty	Affordable Housing	Affordable Housing	Affordable Housing	Poverty
	Blight	Crime	Affordable Housing	Poverty	Poverty	Poverty	Affordable Housing

COMMUNITY PRIORITIES

Poverty, jobs/economic development and crime/public safety are top priorities. Race relations, housing and hunger round out the Top 6 issues.

Most important issues for our community to address



- Crime ranked #2 in 2020
- Housing ranked #4 in 2020
- Mental Health/Illness – new to the list of priorities
- Poverty was #1 in 2020
- Jobs was #3 in 2020
- Hunger – no change

Top issues vary by geography, highlighting differential needs.

THREE most important issues for my community to address

Top 3 Priorities	<u>Baldwin Co.</u>	<u>Houston Co.</u>	<u>Macon-Bibb Co.</u>	<u>Downtown Macon-Bibb</u>	<u>North Macon-Bibb</u>	<u>South Macon-Bibb</u>	<u>East Macon-Bibb</u>
	Crime	Mental Health	Crime	Crime	Crime	Crime	Crime
	Poverty	Crime	Housing	Housing	Poverty	Housing	Housing
	Affordable Healthcare	Housing	Mental Health	Poverty	Mental Health	Mental Health	Mental Health

THE PATH FORWARD

More workforce training and financial education for unemployed and low-income citizens is expected to do the most to improve our community, followed by access to affordable healthcare and improving race relations.

*Things that would do the **MOST** to improve our community
% ranking #1 or #2*



Plan of Action: community variation

Things that would do the **most** to improve my community

Plan of Action: Top 3	<u>Baldwin Co.</u>	<u>Houston Co.</u>	<u>Macon-Bibb Co.</u>	<u>Downtown Macon-Bibb</u>	<u>North Macon- Bibb</u>	<u>South Macon- Bibb</u>	<u>East Macon- Bibb</u>
	Workforce Training	Mental Health Resources	Mental Health Resources	Mental Health Resources	Mental Health Resources	Workforce Training	Workforce Training
	Mental Health Resources	Healthy Food Access	Workforce Training	Workforce Training	Affordable Healthcare	Mental Health Resources	Healthy Food Access
	Improve Race Relations	Workforce Training	Affordable Healthcare	Race Relations	More Law Enforcement	Race Relations	Mental Health Resources

Thank you!

- Questions?
- Follow-up inquiries: kdennis@cfcga.org or david.biek@mga.edu

The logo features a large, stylized '30' in blue. The '0' is composed of two concentric, slightly irregular circular lines in shades of blue and teal. Below the '30' is the word 'YEARS' in a bold, blue, sans-serif font. Underneath 'YEARS' is the phrase 'of philanthropy' in a smaller, blue, serif font. The entire logo is centered within a white, irregularly shaped brushstroke-like background.



30
YEARS
of philanthropy

We are excited to announce the awarding of 25 grants totaling \$24,500!




Recipient	Project	Award Amount
478 Creatives	How to Find Your Why: A Workshop for Creatives Hosted by 478 Creatives	\$1,000.00
Howard High School	Community Clean Up Downtown Macon	\$500.00
Central GA Coalition of Black Businesses	Data Collection via Formal Survey	\$1,000.00
Central Georgia Technical College	Enhanced ELP Assimilation into Adult Education Activities	\$1,000.00
Central Georgia Technical College	Re-Imagining Literacy and Engaging Literacy Partners in Two-Gen Educational Collaboration	\$1,000.00
Daneell Moore	Families Cooking Up Quality Time Book Club	\$1,000.00
ERIC Foundation	Back to School Jam Day in the Park	\$1,000.00
Girls Dig Deeper Initiative	Macon Mentors Collective	\$1,000.00
Highland Hills Baptist Church	Back to School Bash	\$1,000.00
Little Richard House Community Resource Center	Youth Talent Showcase	\$1,000.00

Recipient	Project	Award Amount
Living Bread Restoration Outreach, Inc.	The Heart of the Matter: Building Strong Black Families	\$1,000.00
Macon-Bibb Transit Authority	Passes for People	\$1,000.00
Macon-Bibb Transit Authority	Books on a Bus	\$1,000.00
Macon-Middle GA Black Pages	Leadership Development Academy for Young Black Entrepreneurs	\$1,000.00
Milledgeville Community Improvement	Community Garden	\$1,000.00
Milledgeville-Baldwin County Chamber Foundation	Students in Business	\$1,000.00
Mother's Nest	Community Fair	\$1,000.00
Reach to Impact Group, Inc.	Cupcakes and Condoms	\$1,000.00
River Edge Foundation	Macon Myself Matter	\$1,000.00



Recipient	Project	Award Amount
Spark Macon, Inc.	Serenity for Startups: Nurture Your Mind, Body, and Business	\$1,000.00
The Mentor's Project of Bibb County, Inc.	Parent Academy	\$1,000.00
U Create Macon	Youth Friendly Signage and Kiosk	\$1,000.00
United Way of Central GA, Inc.	The Basics Central Georgia	\$1,000.00
Wealth ASAP, Inc.	P.U.R.P.O.S.E Program	\$1,000.00
YouthUp, Inc.	Shakin' Macon Hoops for Life	\$1,000.00



Paths to Change

Increase access to mental health resources

Offer more workforce training and financial education

Increase access to affordable healthcare

Increase access to healthy food

Increase access to youth programming

Grants Categorized by Identified Paths to Change

Increase Access to Youth Programming		
Little Richard House Community Resource Center	Youth Talent Showcase	\$1,000
Macon-Bibb Transit Authority	Books on a Bus	\$1,000
Milledgeville-Baldwin County Chamber Foundation	Students in Business	\$1,000
U Create Macon	Youth Friendly Signage and Kiosks	\$1,000
YouthUP, Inc.	Shakin' Macon Hoops for Life	\$1,000
Daneell Moore	Families Cooking Up Quality Time Book Club	\$1,000

Offer More Workforce Training and Financial Education		
Macon-Middle GA Black Pages	Leadership Development Academy for Young Black Entrepreneurs	\$1,000
Milledgeville-Baldwin County Chamber Foundation	Students in Business	\$1,000
Increase Access to Mental Health Resources		
Living Bread Restoration Outreach, Inc.	The Heart of the Matter: Building Strong Black Families	\$1,000.00
River Edge Foundation, Inc.	Macon Myself Matter	\$1,000.00
Spark Macon	Serenity for Startups: Nurture Your Mind, Body, and Business	\$1,000.00