MIAMI SOUL OF THE COMMUNITY INDICATOR STUDY

The Metropolitan Center was commissioned by the Miami Foundation to produce the Miami Soul of the Community Indicator Study. This involved creating meaningful indicators for the ten drivers of community attachment observed by the Knight Foundation and Gallup in the 2008-2010 Soul of the Community (SOTC) survey. The Metropolitan Center focused on these drivers of attachment by residents to Miami-Dade County: arts and culture, openness, aesthetics, education, basic services, leadership, economy, safety, social capital and community involvement. Each driver was quantified with two to five indicators which were gauged through a variety of different measures.

Arts and culture were measured by the following drivers: vibrant night life, a good place to meet people, other people care about each other, among others. Openness involved perceptions of Miami being a good place for: older people, minorities, gays and lesbians, young college graduates, immigrants and young adults with children. Aesthetics measured the availability of parks, playgrounds, and trails and the beauty of the physical setting. Education was gauged with the following measures: the quality of K-12 Public Schools and the quality of Colleges and Universities. Basic Services evaluated major infrastructure necessary for basic quality of life: highway and freeway systems, the availability of quality healthcare and the availability of affordable housing.

Leadership was measured by resident perceptions of community. The economy driver focused on general perceptions of economic well-being. Safety referred to the level of community crime, the effectiveness of the local police and perceptions of it being safe to walk within one mile of home. The indicators of social capital were: the number of groups and clubs residents belonged to, social/economic integration, Internet and Facebook penetration, among others. Community involvement focused on voter turnout, volunteer rates and charitable giving.

Deliverables for the project included best practice research, a report detailing and summarizing the key findings for each of the 10 indicators along with policy analysis, and a PowerPoint presentation of the findings. The project began in June 2011 and was completed in May 2012.