



Help Shape the Future of the City

Governments, nonprofits and businesses make investments in neighborhoods, fund community programs and adopt new laws. When people are making decisions about the city's future, how the public feels matters. You are invited to be a part of a scientifically selected group of people whose opinions on major issues facing Detroit will help guide those decisions.

DETROIT METRO AREA COMMUNITIES STUDY

WELCOME TO THE

Got Questions?
Want to Learn More?

Get Survey Results Online

للحصول على معلومات باللغة العربية، انتقل إلى
Para obtener información en español, vaya a

detroitssurvey.umich.edu

Contact Us

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WHAT WE DO

The Most Reliable Source for Detroiters' Opinions

The Detroit Metro Area Communities Study (DMACS) is a survey project at the University of Michigan. Working with community leaders, we ask residents how they feel about the major issues facing the city. How is the public transit system working? Are you worried about crime? Are you excited about your neighborhood?

**We are looking for your opinion.
There are no wrong answers!**

We combine your responses with about 2,000 others from around the city. Then we write reports on what we learn for government officials, nonprofit leaders and others to use in making decisions about the city. Your personal responses are completely private, but we make the survey results available to anyone who wants to see them – including you!

PANELIST BENEFITS

For Detroit to Thrive, Its People Need to be Heard

Your Opinion Matters

We share the survey results with the people and organization who make decisions affecting what happens in the city. These include elected officials and city department heads. We talk to nonprofit leaders and philanthropists. And we help block clubs and neighborhood organizations. All of them can do their work better when they know how you feel.

We Value Your Time

In almost every case, we will pay you to finish a survey. Each survey takes about 15 minutes to complete. Most surveys offer a \$20 cash payment. Occasionally, we might offer special rewards (like some Michigan SWAG) for filling out multiple surveys.

This Doesn't Work Without You

Sometimes only the loudest voices get heard in public decisions. DMACS promises leaders the most representative insights into Detroiters attitudes. But to make sure every neighborhood and every experience is included, we need you!



How It Works



Am I Required to Take the Survey?

Participation in any of our surveys is **completely voluntary**. You can fill out one and skip the next one. You can send us a note and opt out altogether if you want. [READ MORE →](#)



Who Decides What Questions Are Asked?

Our Ph.D. **researchers** have the final say on the questions. However, we work very closely with our **sponsors** and **community partners** to make sure we are asking questions that will shape policies, programs and investments. We have a **community advisory committee** that helps us pick major topics, and we are always reaching out to **civic leaders** to help prioritize the questions. Do you have an idea for a topic or a question? Drop us a line!



Who Gets the Data?

First off, **your individual responses are strictly confidential**. Only the small research team at the University of Michigan will be able to see how you answered any particular question. We analyze the data and provide a summary of the responses. That information is available on our website and we share it at meetings and on social media. Researchers may request “deidentified” data from us (that means they get all the responses but there is no name or address connected to them or anything that could point back to you). [READ MORE →](#)



How Often Will You Contact Me?

We expect to conduct **at least 2 surveys per year**. We will reach out to you by email, text, mail and phone to let you know when a new survey is available. We also have a door-to-door canvass, so you might meet a member of our team in the neighborhood! [READ MORE →](#)



How Do I Take One of the Surveys?

All of our surveys are hosted **online**. Just a couple clicks and you are off and running. You can take a survey on any computer, tablet or phone. If you don't have access to one, we can schedule a phone interview with you.

DETROIT METRO AREA COMMUNITIES STUDY

The Fine Print

Consent to Participate in a Research Study

Title of the Project:

Detroit Metro Area Communities Study

Principal Investigators:

Elisabeth Gerber and Jeffrey Morenoff, Professors at the University of Michigan.

INVITATION TO PARTICIPATE IN A RESEARCH STUDY

You are invited to participate in a research project called the Detroit Metro Area Community Study. This project seeks to assist the area in making important decisions about community investments and public policy by conducting periodic surveys of adult residents of the area. Your household was scientifically selected to represent the area, in order to create a demographically representative panel of participants.

DESCRIPTION OF YOUR INVOLVEMENT

Your participation is **voluntary**. You should read the information on this form and ask questions about anything you do not understand before deciding whether or not to participate. You may discuss the study with your family and friends.

If you agree to participate in this study, we will ask you to:

1. Join a panel of survey respondents who will be invited to take periodic **online surveys**. Your participation in each online survey will be considered your consent to participate. We estimate completing each survey should take **fifteen to twenty minutes**.
2. Should you not have internet access or be unable to take the online version of a survey, you may take the survey with a telephone interviewer upon request. Again, we estimate completing this survey should take fifteen to twenty minutes, and your completion of the survey will be considered your consent to participate.
3. We will ask for your name and verification of your contact information so we will be able to send you a check for participating in this study wave and so we will be able to invite you to participate in potential future waves of the study.

BENEFITS OF PARTICIPATION

Although you may not receive direct benefit from your participation, you and others may ultimately benefit from the knowledge obtained in this study, as results from this study can help prioritize the needs of the community and provide a clear portrait of things residents would most like to see change. This in turn can help inform public policy decisions that may affect you.

RISKS AND DISCOMFORTS OF PARTICIPATION

There should be minimal or no risk or discomfort from your participation in this research.

COMPENSATION FOR PARTICIPATION

You will receive **\$0-\$20** for completing a survey. The completion incentive for each individual survey will be based on the length of the survey and availability of funding from the survey sponsor. You will be made aware of the completion incentive for each survey before you agree to or defer participation.

CONFIDENTIALITY

We plan to publish the results of this study. We will not include any information that would identify you. Your privacy will be protected and your research records will be **confidential**.

Your data will be identified by a pre-assigned study ID number. Information linking your identity to the data will be stored in separate password-protected files at the Survey Research Center, and will only be accessible to authorized research personnel. Individually identifiable information will not be released to secondary users.

When the results of the research are published or discussed in conferences, no information will be included that would reveal your identity. Any identifying information that is obtained in connection with this study will remain confidential. All aspects of this project will be reviewed and monitored by the University of Michigan's Institutional Review Board. Institutional Review Boards review and monitor research studies to protect the rights and welfare of research subjects.

STORAGE AND FUTURE USE OF DATA

We will store your data to use for future research studies. Your name and any other identifying information will be secured and stored separately from your research data at the University of Michigan's Institute for Social Research. Only the Principal Investigators and Institute for Social Research personnel working on the project will have access to your research files and data. Research data may be shared with other investigators but will never contain any information that could identify you.

PARTICIPATION AND WITHDRAWAL

Participation in this research study is completely **voluntary**. You are free to withdraw from participation at any time during the duration of the project with no penalty, or loss of benefit to which you would otherwise be entitled. You do not have to answer a question you do not want to answer. If you decide to withdraw before this study is completed simply notify us of your choice.

RIGHTS OF RESEARCH SUBJECTS

You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study. For **questions** about this research study, please email us at DMACS-info@umich.edu or call us at 734-764-4145. Your call will be answered by a staff person or voice mail and returned within 24 hours. If you have any questions about your rights as a study participant, or wish to obtain information, ask questions, or discuss any concerns about this study with someone independent of the research team, please contact the University of Michigan Health Science and Behavioral Sciences Institutional Review Board, 2800 Plymouth Rd. Building 520, Room 1169. Ann Arbor, MI 48109-2800, (734) 936-0933 (or toll-free, 1-866-936-0933), irhbsbs.umich.edu.