Greater Fayetteville United

The City of Fayetteville and Cumberland County Social Capital Community Forum Report

Let's "Bridge the Gap" Together

Prepared and Submitted by: Rebecca Jackson, Greater Fayetteville United Board Member
On behalf of the Community Evaluation Project Team
September 30, 2017

Greater Fayetteville United

Greater Fayetteville United, or GFU, is a nonprofit corporation, established over 20 years ago. GFU has been involved in several critical community efforts including Study Circles, community conversations, and mediation between law enforcement and residents. Membership includes representatives from local governments, public school system, higher learning institutions, local nonprofits, community agencies, businesses, public safety agencies and engaged residents. Several GFU founding members are still active participants.

The mission of GFU is to serve as the convener of community resources and organizations to enhance the quality of life through education, cooperation, and empowerment. GFU is committed to the goal of establishing and sustaining dialogue and partnerships, in an effort to increase inclusion, civic empowerment, and social capital. GFU meets every month on the first Wednesday at 7:30 am at the Kiwanis Recreation Center, 352 Devers Street in Fayetteville NC. ALL are welcome to attend.

Why care about Social Capital?

Cumberland County continues to grow and change. Now, more than ever, we face complicated issues and, just like communities across the nation, these issues demand innovative and collaborative solutions. We must focus on strengthening the social fabric of our community to improve the quality of life for all.

Social capital is the glue that holds our community together. It is the measure of interracial trust, communication, engagement in politics, formal group involvement, giving and volunteering, faith based engagement, and informal social ties. Communities with a strong foundation of trust between and among different groups are healthier, thrive economically and educationally, and are more likely to take action to improve their community. Low levels of social capital often translate into a lower quality of life for residents. These communities also have less civic engagement, which can diminish a community's ability to come together to solve its problems.

Methodology of Survey and Forum

GFU provided a first look into the level of social capital for Cumberland County and its seven municipalities. The social capital assessment project provided the data the community needs to establish a benchmark and empower residents and local agencies to work together to build stronger fabric and strengthen community bonds. GFU

sought to develop the quantitative data needed to understand our community's social capital benchmark. GFU conducted a Cumberland County-wide social capital survey in May 2017. The survey was administered by a nationally recognized consultant. The full report is posted on GFU website. https://www.greaterfayunited.org/

Survey Facts:

- 7-page survey; took approximately 15 mins to complete; by mail, online and phone
- Survey was available in Spanish
- Randomly selected sample of households in Cumberland County
- 615 respondents from across the County providing a confidence level of 95% margin of error +/- 3.9%
- Demographics of the survey respondents accurately reflects County demographics.

The results of the social capital assessment point to community strengths and also key gap areas to improve.

- Top barriers to being more involved in the community are Inflexible/Demanding Work Schedule and Lack of Information.
- Most residents have a positive perception of law enforcement, but lower perception of streets & roads, public health & mental health and affordable housing.
- Most residents disagreed that all schools have the same resources and in general, disagreed that members of different races, ethnicities and cultures have the same treatment in the justice system.
- Most residents have a positive perception of Cumberland County as a place to live for military affiliated, but lower perception for persons with disabilities, LGBTQ, and young adults
- Most residents have a high engagement in religious organizations but have a low engagement in neighborhood and civic opportunities.
- The most engaged residents in the community are more trusting of other people, rate themselves as "Very Happy", in "Excellent/Very Good Health", and have a high involvement in religious organizations.

GFU sponsored a community forum focusing on the survey results and empowering residents and encouraging engagement to develop solutions to address lagging indicators. The forum provided the opportunity for the community to understand more about our social capital and come together to bridge the gap. Facilitators for the forum were trained and the forum work plan was approved by the GFU Board. A presentation was finalized and a PSA was created for the social capital forum event and it was aired on Channel 7 and shared via social media: https://www.youtube.com/watch?v=9hw4-WaXH9c

The Fayetteville-Cumberland Social Capital Community Forum was held on September 19, 2017 from 6:00 p.m. - 8:30 p.m. at the Fayetteville State University, Shaw Auditorium, 1200 Murchison Road. (See Appendix A for social capital forum program)

Forum Agenda

5:45 – 6:00 PM- Registration

6:00 – 6:15 PM- Welcome & Introductions

6:15- 6:55 PM- Social Capital Survey Results

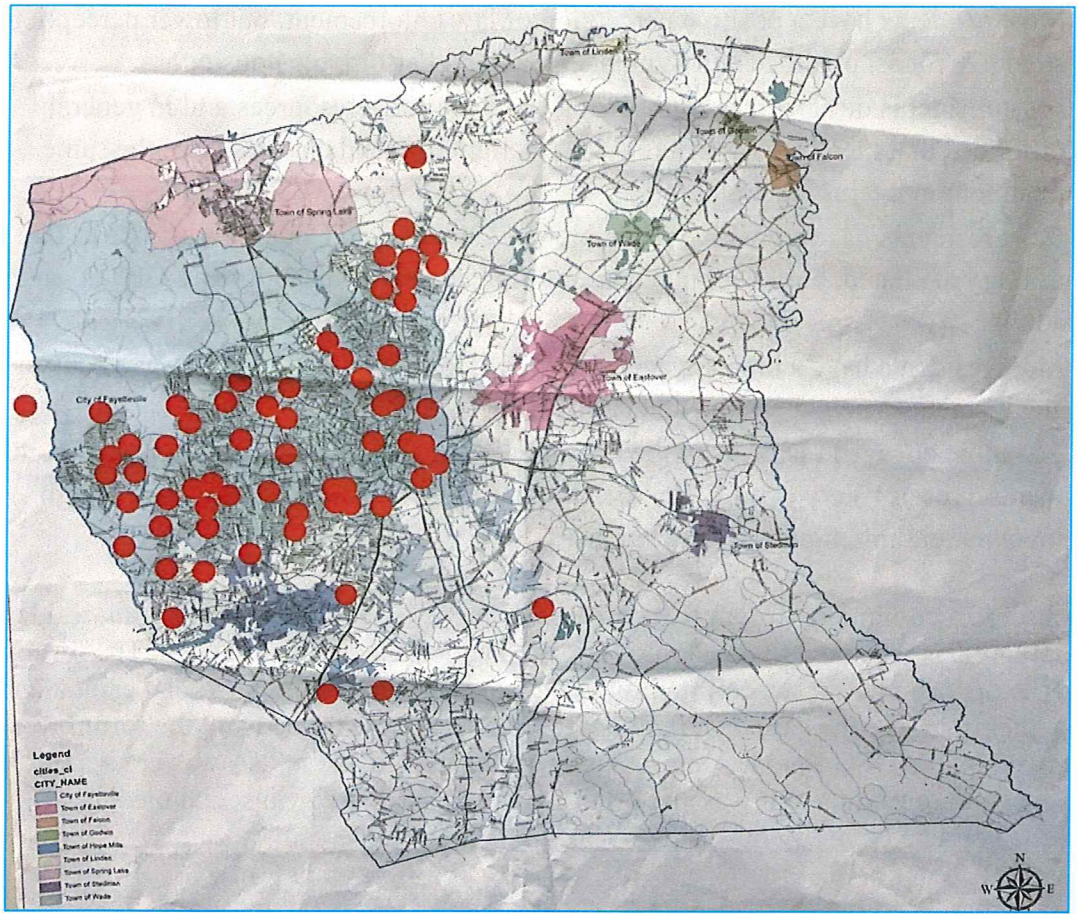
6:55- 7:45 PM- Break-Out Sessions

7:45- 8:15 PM- Collaborative Debrief

8:15- 8:30 PM- Closing & Next Steps

Forum Results and Analysis

More than 160 residents from across the county attended the social capital forum to hear more about the results of the social capital survey and to participate in a collaborative discussion on moving community forward-- as one.

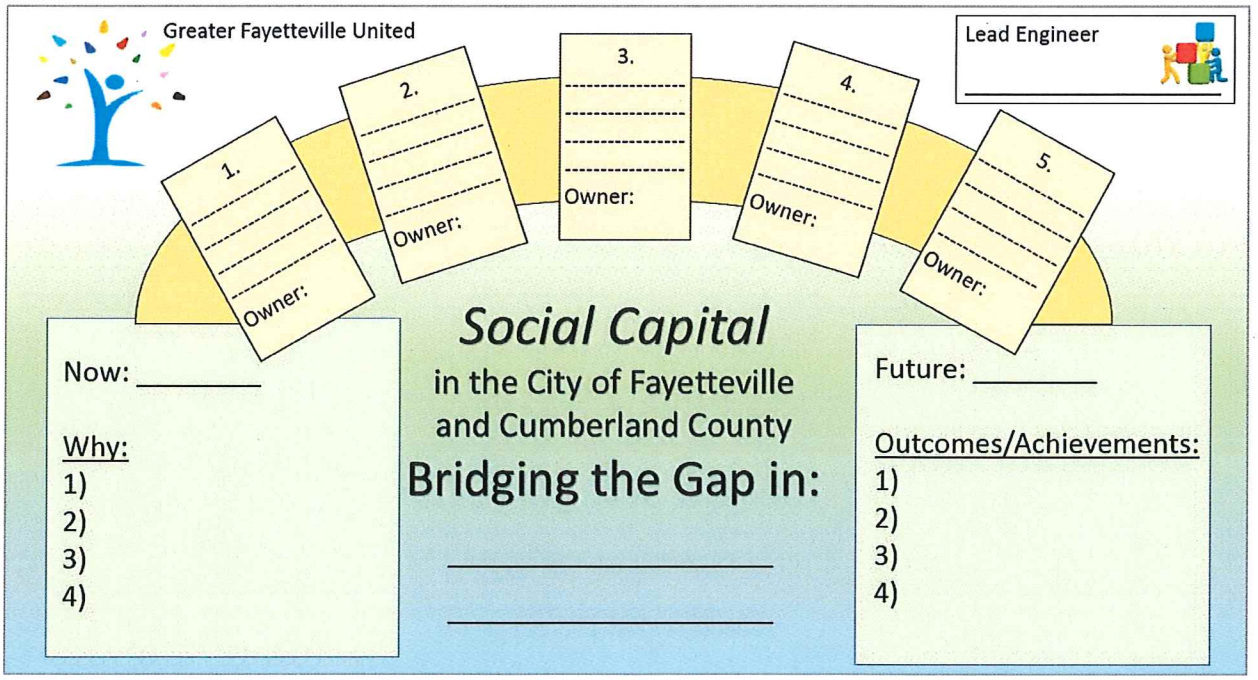


The Fayetteville-Cumberland Human Relations Commission assisted with registration, refreshments and venue logistics. During the welcoming remarks the goals for the *Social Capital Project and Community Forum* were expressed and local elected officials in attendance were recognized. GFU gratefully acknowledged the support of the Raymond and Eleanor Manning Family Fund of Cumberland Community Foundation, The City of Fayetteville, The Fayetteville Cumberland Human Relations Commission and Fayetteville State University for their generous support with this project. The survey results were shared and participants were invited to break-out into four separate discussions.

Facilitators and recorders were stationed in separate rooms for the break-out session on the top four gap areas.

1. How do we bridge the gap in civic and neighborhood involvement while addressing the top two barriers that make it difficult to be more involved with community addressing inflexible/demanding work schedule and lack of information? Q8 & Q9
   Facilitator: Dr. Foster
2. How do we bridge the gap in the perceptions of quality of life for the lowest ranked groups of people (young adults entering workforce, LGBTQ and disabled people)? Q28
   Facilitator: Darswell Rogers
3. How do we bridge the gap in perceptions of public services addressing the lowest ranked (streets/roads, public health/mental health and affordable housing)? Q27
   Facilitator: Hank Debnam
4. How do we address gaps in perceptions of equity with treatment in the justice system and public school resources? Q30, Q33
   Facilitator: Mary Sonnenberg

Break-out Session Exercise:



- Introduce Gap Area and current performance result. (3 mins)
- Discuss why this gap exists and record 4 answers (10 mins)
- Discuss what the future might look like in 5 years (10 mins)
    - Goal performance target- Let's move the needle?
    - What if you met that target? What specific outcomes would we likely see? What impacts? Achievements? Advancements?
- How are we going to bridge this gap? (20 Mins)
    - 5 planks to build the bridge. These are the five action steps, solid footing to get to the other side. Record up to five action steps. Who owns the plank?
- Identify a Lead Engineer.
- Dismiss and come back to the auditorium. Facilitators share your team's responses.

Break-out Session Results for the Social Capital Gap Areas:
(See Appendix B for more detail)

1) Neighborhood and Civic Involvement addressing top two barriers: Demanding Work Schedule and Lack of Information
    a. Current Gap: Volunteer Rate 13% for Neighborhoods and 12% Civic engagement.
    b. Why the gap exists: Non-traditional scheduling; Living wage; Limited social support systems; Civic involvement not modeled; Lack of responsibility.
    c. What we hope for the future: Respect for self and life; Flexible work schedules; Strong support systems; Use existing networks of schools and churches.
    d. Bridge Planks (action plan and potential owners) and priority votes.

4	More neighborhood face-to-face activities- Community Watch Groups
4	Organizations and business invest in community involvement- Chamber
9	**Increase church and faith-based outreach- Faith Leadership**
	Share information through field organizations
1	Support the library as information center and resource- Library.

2) Perceptions of quality of life for the lowest ranked groups of people: Young adults entering the workforce, LGBTQ and disabled people.
    a. Current Gap: Respondents who thought the quality of life was good to excellent for young adults entering the workforce was only 36%, followed by LGBTQ at 44% and people with disabilities at 47%. All are less than half.
    b. Why the gap exists: Young adults- Debt; intense competition; inadequate training; limited employers; lack of opportunities; Persons with disabilities- transportation; limited crosswalks/sidewalks; increasing population; lack of recognition by the general public. LGBTQ- Support, state legislation; military policy; stigma and fear.
    c. What we hope for the future: Rebranding the community with military; Linking education and industry together; Sensitivity to disabled with all establishments.
    d. Bridge Planks (Action plan and potential owners) and priority votes.

6	Sensitivity and respect- Collaboration and encourage inclusion- Chamber and EDC
2	Sensitivity and respect-Events to draw in- PRIDE Corp and Ft Bragg.
11	**Linking youth education to industry- Fayetteville Young Professional Network- University Presidents**

3) Perceptions of public service, addressing the lowest ranked: streets/roads, public and mental health and affordable housing
    a. Current Gap: Respondents who thought the service areas were "good to excellent" for streets/roads was only 42%, mental/public health at 42% and housing at 48%. All are less than half.
    b. Why the gap exists: Roads- Medians in the roads; Very little response to issues; too many projects. Public and Mental Health- Lack of human resources; Burnout of providers. Housing- Lack of advocacy for affordable housing.
    c. What we hope for the future: Decrease in homeless population; Quality treatment for mental health; Continued quality treatment for public and mental health; More affordable housing units; Federal grants for light rail on Ramsey Street and Raeford Road; Visible progress on construction of roads.
    a. Bridge Planks (Action plan and potential owners) and priority votes.

5	Build more affordable housing with tax credits for housing. Increase section 8 housing and jobs with living wages.
	Schedule construction projects at nighttime
2	People not machines answering phones
5	Access to public and mental health. Open network and good quality care. More resrouces for mental health.
10	**Renovate existing properties. Fair pricing and grants for home repair.**

4) Perceptions of equity, addressing the two lowest ranked areas: Treatment in the justice system and equity in the distribution of public school resrouces.
    d. Current Gap: Respondents who thought all received equal treatment in justice system was only 38% and with school resources only 27%.

e. Why the gap exists: Neighborhoods; Transients; Low income; Tax Base; Accessibility.
f. What we hope for the future: Collaboration; Keep people out of the justice system; Community curriculum; Utilize available human resrouces.
a. Bridge Planks (Action plan and potential owners) and priority votes.

10	**Curriculum- Throw out the common core.**
4	Literacy
7	Vocational Education
14	**Teacher pay and treatment**

After the individual break-out sessions, residents participated in a collaborative debrief of all four groups in the auditorium.

The GFU President shared next steps,

which included a GFU commitment. We will make the survey and forum results available to the community online. The survey results and community engagement are necessary tools to empower the community to bridge the gaps in social capital. On-going, GFU may choose specific actions to pursue and support within GFU strategic plan and project teams. GFU will hold an annual "Social Capital Summit" during a regularly scheduled GFU meeting to keep conversation alive.

Residents were asked to choose their top three "planks" from across ALL areas. This helps identify the most critical action needed for the community to build social capital.

In summary, the top actions, coming out of the forum to address the gap areas in our community's social capital fabric are the following (in no particular order):

1) Link youth education systems to workforce development and industry.
2) Address teacher pay and treatment.
3) Throw out the common core curriculum.
4) Renovate existing housing properties with grant funding and ensure fair pricing.
5) Increase church and faith-based outreach.

Finally, participants were given a light-up ball to take with them which represented unity and commitment to community engagement and empowerment in order to improve the quality of life for all. Already we have heard of organizations using the results of the social capital survey to inform decisions. We welcome community members to join GFU to enhance the quality of for the greater Fayetteville community through education, cooperation and empowerment. The survey is the beginning of a journey, establishing a baseline for the community GFU hopes to conduct a second social capital survey in five years.

I am making a difference in my community!

I MET GFU MEMBER: _____

AND THEY ARE WORKING ON: _____

MY GOAL TO BUILD SOCIAL CAPITAL IS TO: _____

Greater Fayetteville United Thanks YOU!

910-849-2991

www.greaterfayunited.org

Like us on Facebook

The Social Capital project is a wonderful example of community collaboration and partnership. The project is funded by a $20,000 grant from the Raymond and Eleanor Manning Family Fund of Cumberland Community Foundation, Inc. and a $12,460 grant from the City of Fayetteville.

The Fayetteville-Cumberland Human Relations Commission provided coordination support for the community forum. The venue for the forum was generously provided by Fayetteville State University.

Greater Fayetteville United gratefully acknowledges the dedicated service of the Community Evaluation Team: Rebecca Rogers Carter, Cathy Waddell and Sheila Cuffee.

Fayetteville Cumberland HUMAN RELATIONS

Greater Fayetteville United

PRESENTS

The City of Fayetteville and Cumberland County Social Capital Forum

Let's "Bridge the Gap" Together

Social Capital: Why is it important?

Social Capital is the glue that holds our community together.

Social capital is the measure of intra and interracial trust, communication, engagement in politics, formal group involvement, giving and volunteering, faith based engagement, and informal social ties. Communities with a strong foundation of trust between and among different groups are healthier, thrive economically and educationally, and are more likely to take action to improve their community. Low levels of social capital often translate into a lower quality of life for residents.

These communities also have less civic engagement, which can diminish a community's ability to come together to solve its problems. The social capital assessment project provides the data the community needs to establish a benchmark and empower residents and local agencies to work together to build stronger fabric and strengthen community bonds.

THE 2017 CUMBERLAND COUNTY SOCIAL CAPITAL SURVEY

Greater Fayetteville United conducted a Cumberland County-wide social capital survey in May 2017. The survey was administered by a nationally recognized consultant. The full report is posted on GFU website.

- 7-page survey; took approximately 15 mins to complete; by mail, online and phone
- Survey was available in Spanish
- Randomly selected sample of households in Cumberland County
- 615 respondents from across the city providing a confidence level of 95% margin of error +/- 3.9%
- Demographics of the survey respondents accurately reflects County demographics.

RESULTS OF THE SURVEY

The results of the survey reflect community strengths. The results also identify key gap areas for improvement:

- Top barriers to being more involved in the community are *Inflexible/Demanding Work Schedule and Lack of Information.*
- Residents have a positive perception of law enforcement, but lower perception of streets & roads, public health & mental health and affordable housing.
- Residents have a high engagement in religious organizations but have a low engagement in neighborhood and civic opportunities.
- Residents disagreed with the statement that all schools have the same resources
- Residents disagreed with the statement that members of different races, ethnicities, and cultures have the same treatment in the justice system.
- Residents have a positive perception of Cumberland County as a place to live for military affiliated individuals, but lower perception for persons with disabilities, LGBTQ, and young adults.
- When residents are engaged with the community, they are more trusting of other people, rate themselves as "Very Happy", in "Excellent/Very Good Health", and have a high involvement in religious organizations.

Greater Fayetteville United Welcomes YOU!

FORUM AGENDA

5:45 – 6:00 PM- Registration

6:00 – 6:15 PM- Welcome & Introductions

6:15- 6:55 PM- Social Capital Survey Results

6:55- 7:45 PM- Break-Out Sessions

7:45- 8:15 PM- Collaborative Debrief

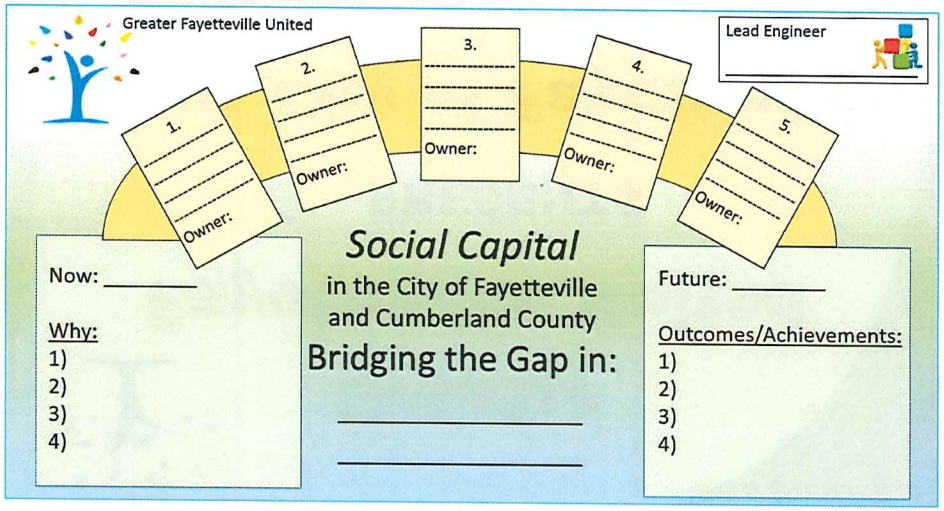
8:15- 8:30 PM- Closing & Next Steps

OUR MISSION

The mission of GFU is to serve as the convener of community resources and organizations to enhance the quality of life for the greater Fayetteville community through education, cooperation and empowerment.

HOW TO STAY INVOLVED

GFU meets at 7:30 a.m. on the first Wednesday of each month at the Kiwanis Recreation Center. GFU membership welcomes newcomers at any time and includes engaged residents, non-profits, and representatives from universities, local government and organizations serving the community.



Appendix B-

Break-Out Session Posters

Greater Fayetteville United

1

Lead Engineer

1. More Neighborhood face-to-face activities
Owner: Mary Holmes Community Watch

2. Organizations + Businesses invest in community involvement
Owner: Chamber

3. Increase Church Outreach (Faith Based)
Owner: Faith Leadership

4. Share information through fill organizations
Owner:

5. Support Public Library as information center + resources
Owner: Library

Social Capital

in the City of Fayetteville and Cumberland County

Bridging the Gap in:

Now: Volunteer Rate - 13% neighborhood 12% civic

Why:

1) ~~Non~~-Traditional Scheduling
2) Living Wages
3) Limited Social Support System
4) Civic Envolvement Not Modeled
5) Lack of Responsibility

Neighborhood and civic involvement

addressing TOP 2 barriers:
Demanding Work Schedule/Lack of Information

Future: 5 years

Outcomes/Achievements:

1) Respect for self + Life
2) Flexable work schedules
3) Strong Support System
4) Use existing Networks (School Church etc.)

This project was funded in part by the Raymond and Eleanor Manning Family Fund of Cumberland Community Foundation Inc. and the City of Fayetteville. Thank you!

Greater Fayetteville United

Lead Engineer

Perception
1.
~~Survey~~
Sensitivity/respect
Collaboration
Encourage Inclusion
Owner: Chamber EDC

LGBTQ
2.
Sensitivity/respect
events to draw in
Owner: Pride Corp? Ft. Bragg

Disability
3.
Access to info
Owner: City/county Social service; ADA coordinator

Youth
Linking educ. & industry
4.
Fayetteville Young Prof. Networking
Owner: Univ. Presidents Educ. Ldrs + educators

5.
Owner:

Social Capital

in the City of Fayetteville and Cumberland County

Bridging the Gap in:

The perceptions of quality of life for the lowest ranked groups of people: Young adults entering workforce, LGBTQ and disabled people

Now: Excellent to good QOL.
Young adults entering workforce=36%, LGBTQ=44%, Persons w disabilities= 47%

Why:

1) DEBT; intense competition; inadequate trg; limited # of employers = Lack of opportunities
2) Transportation; crosswalks/sidewalks; increasing population; recognition by gen. population (training/sensitivity)
3) Support - State legislation / military policy changes
4) Stigma / Fear

Future: 5 yrs

Outcomes/Achievements:

1) In addition to military (Rebranding Community)
2) Linking education + industry together
3) Sensitivity (trg) to the disabled w/all establishment
4)

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Greater Fayetteville United

3

Lead Engineer

Tyrone Williams

1. Build more Affordable housing
Tax Credits for housing
Increase Section 8 housing
Jobs with Living wages
Owner:

2. Scheduling construction project (night time)
Owner:

3. People not Machines Answering Phone.
Owner:

4. Access to Service
Open outpatient to good quality care
More resources for mental health
Owner:

5. Renovate existing Properties
Fair pricing for single family homes
Grants for home repair.
Owner:

Social Capital

in the City of Fayetteville and Cumberland County

Bridging the Gap in:

The perceptions of public service, addressing the lowest ranked: Streets/roads, public health/mental health and affordable housing

Now: Excellent-good: Streets-42%, Health-42%, Housing=48%

Why:

Roads 1) Median in Road

2) Very Little response to issues. Too many projects.

Public Health 3) Lack of Human Resources Burnout of Providers.

Housing 4) Lack of Advocacy for Affordable housing.

Future: 5 years

Outcomes/Achievements:

1) Decrease in homeless population quality treatment for Mental health

2) Continued quality treatment (Public/mental health)

3) More affordable housing units

4) Federal grants for Light rail on Ramsey St./Raeford Rd./

- Visible Progress (Roads)

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Greater Fayetteville United

Lead Engineer

4.

1. Curriculum
Throw out the common core.
Demetrius
Owner: Haddock
Vanessa Alford

2. Literacy
Owner: PFC
Lukenia George
Chameeka Brooks

3. Vocational Education
Owner: Ralph Molina

4. Teacher Pay (Low pay schools) treatment
Owner: Sylvia Locklear

5.
Owner:

Social Capital

in the City of Fayetteville and Cumberland County

Bridging the Gap in:

Perceptions of equity, addressing the 2 lowest ranked areas: Treatment in the justice system and public school resources

Now: All receive equal treatment:
Justice system = 39%
School resources = 27%

Why:
1) Neighborhoods
2) Transients, low income
3) Tax base
4) Accessibility

Future: _____

Outcomes/Achievements:
1) Collaboration
2) Keep people out of justice system
3) Community Curriculum
4) Utilize available human resources

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