

Bragtown Durham County, NC

An Action-Oriented Community Diagnosis: Findings and Next Steps of Action

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Executive Summary

Between October 2002 and April 2003, five students from the Health Behavior and Health Education department at the School of Public Health at the University of North Carolina at Chapel Hill worked with the help of a community member to conduct an Action Oriented Community Diagnosis (AOCD) in the Bragtown community of Durham County, North Carolina. The objective of this document is to summarize the UNC team's research process and findings.

To provide the reader with a clear perspective on the Bragtown community, the document begins by presenting background information on the boundaries, history, and demographics of the area. The next chapter describes the methods used by the UNC team to complete the diagnosis. The following two sections illustrate the themes and other findings that emerged from data collected through interviews with community members and service providers. Next is a description of the community forum, which was organized with the help of a planning committee comprised of community members and service providers. Finally, the UNC team presents a summary of conclusions and recommendations for individuals working in the Bragtown community and for future AOCD teams.

Although Bragtown has struggled in the past to maintain a distinct identity, it is clear that the community has a rich history of working together for success. One indication that the community can be just as successful in the future is the desire of forum participants to create a community group called "Bragtown Neighbors," which will work to improve the neighborhood.

The UNC team enjoyed working in Bragtown and hopes that this document will demonstrate the strengths of the community, as well as provide a resource for "Bragtown Neighbors" and other groups or individuals.

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Introduction

An Action-Oriented Community Diagnosis (AOCD) is the process of gathering information from a community to assess that community's strengths and needs, completed by a research team. A preceptor, often a community member or an individual who provides services in the community, serves as a liaison between the team and the community.

The AOCD process incorporates both primary and secondary data collection. Primary data is initially collected by visiting the area to observe physical aspects of the community and to become more familiar with the area. Once this occurs, primary data is also collected through interviews and focus groups with individuals identified by others as "key informants." As a supplement, secondary data is collected to gain an outsider's perspective and to provide an alternative method of assessing the community.

Another component of the AOCD process is presentation of the results to the community, first as a community forum and later as an official document. The community forum is a public meeting offering participants an opportunity to hear AOCD findings and discuss issues raised by those findings. At the forum, the community is provided an opportunity to take ownership of issues by creating action steps to build on existing strengths, as well as addressing needs and barriers. The document describes the AOCD process, the information found in primary and secondary research, a description of the major outcomes generated by the process, the community forum, and conclusions and recommendations from the team. The document can be used as a resource for community members and service providers.

This AOCD was conducted from October 2002 to April 2003 by a team of five graduate students in the School of Public Health at the University of North Carolina at Chapel Hill. The community is known as Bragtown, and is located in the northern part of the City of Durham.

Chapter 1

Boundaries

The UNC team became aware at the beginning of the AOCD process that the boundaries of Bragtown were not well-defined. In an attempt to identify the boundaries, several sources were reviewed for cartographic and geographic information of the Bragtown area, but these sources depicted varied boundaries. The U.S. Geological Survey (USGS), which has mapping information for named places in the entire nation, recognizes “Bragtown” rather than “Bragtown” and places the location of the community at the intersection of Roxboro and Old Oxford roads. See Appendix A for various maps of the possible boundaries of Bragtown.

Generally, Bragtown extends from either Interstate 85 or East Club Boulevard in the south to the Oxford Commons shopping center in the north; the western boundary is usually Roxboro Road and the eastern boundary is very inconsistent, ranging from a few blocks east of Roxboro to neighborhoods east of Dearborn Drive. However, some people defined Bragtown as extending farther north to Durham Regional Hospital or farther west to Northgate Park.

When community members and service providers were asked, “what do you consider the boundaries that define Bragtown?” a multitude of responses were generated, ranging from “When I think of Bragtown, I think of Roxboro Road” to “Nobody knows what Bragtown is. People say they live in Bragtown and I don’t think they do.”

Most people expressed a sense of uncertainty about the boundaries of Bragtown, and descriptions of boundaries tended to vary based on where the person lives and how long they have lived in the area. Some community members and service providers thought the boundaries had changed over time, while others thought they had not. Several people saw Roxboro Road as a dividing line. Both service providers and community members referenced the site where the Bragtown School once stood and Bragtown businesses and churches as the defining landmarks.

Chapter 2

History

It became apparent during the UNC team's research that there is a lack of information regarding Bragtown's historical roots. As a result, the information described below should not be considered exhaustive and is reflective of only a small part of Bragtown's history.

Bragtown is one of several communities located in the northeast part of the City of Durham. Although today it is largely characterized by the coexistence of a residential community with a commercial and business area, this has not always been the case. In 1881, when the City of Durham separated from Orange County and formed Durham County, (also comprised of land transferred from both Orange and Wake Counties) Bragtown was primarily a rural community, not yet incorporated into the City of Durham. However, in comparison to other areas in northern Durham County at that time, Bragtown had the highest population due to the presence of a railroad stop that ran north from downtown Durham (City of Durham, 1994).

The 1920s saw large-scale development in Bragtown when many small cottages and bungalows were built along North Roxboro Road, the main artery that runs through Bragtown. North Roxboro Road has traditionally been considered the main thoroughfare and primary entrance into the City of Durham. As a result, many commercial buildings, parking lots, and residences were built along this road, some of which can still be found in Bragtown today (City of Durham, 1994).

During the 1930s and 40s, the City of Durham began to acquire more land around the Club Boulevard area and "infringe" on the southern boundaries of Bragtown. What eventually resulted was the annexation of Bragtown by the City of Durham in 1957. Despite the annexation, Bragtown has been, and still is, a very distinct area within the City of Durham (1994). One

landmark unique to the area is the Wright Refuge, which was a private orphanage built in 1923 that provided a “safe haven” for homeless children who were delinquent and neglected. The Refuge was located on twenty-three acres of land on North Roxboro Road, just three miles north of downtown Durham. Funding for the Refuge was provided by tobacconist Richard Wright, who offered to donate \$10,000 to the institution provided that the people of Durham raised a similar amount (Boyd, 1925).

Another landmark that helped define Bragtown was the Bragtown School, located on the northern periphery of Bragtown. This school was built in the early 1930s, in response to the economic boom that occurred during the 1920s, and provided education for residents of Bragtown. Bragtown School became the focal point in the Bragtown community, where it served as a communal anchor and provided a sense of place for those who lived there (City of Durham, 1994). For example, prior to its construction the Bragtown Baptist Church held its first meetings and Vacation Bible School in the Bragtown School during the late 1930s (Bragtown Baptist Church: A History, n.d.). Unfortunately, the school building that once provided a sense of community to Bragtown was destroyed in a fire in 1991 (City of Durham, 1994; Durham County Government, 2002).

Another important landmark in Bragtown is the Bragtown Branch Library. Bragtown was considered a prime location for a branch library to facilitate the access and integration of library services to a large African American population in the rural Fence Row community. According to a member of Durham Library Board of Trustees, residents of the Fence Row community had been referred to as “bootleggers”. In response to this, members of the community tried improving their image by building the library. The original Bragtown Branch Library, or “little library” as it was known because of its small size, was located off of Fence

Row Road (now known as Dearborn Drive). Since the construction of the free standing Bragtown Branch Library in 1962, many community programs have been offered there, such as library chats, Senior Citizens' Special Interest Groups, and a well-baby clinic (Dickey, 1993). Currently, the branch primarily serves the African American community that originally purchased the land on which it is built (Durham County Library, 2001).

Finally, the increased presence of a diverse number of churches over the years has also helped to define Bragtown's unique history. One of the most prominent churches in the area is the Bragtown Baptist Church, located on North Roxboro Road in the northern part of Bragtown. The church was built in 1939 in response to the desire of Rev. F.D. Hemphill, a non-native of Durham, to meet the needs of the Baptist community that lived in Bragtown at the time. After only its first year of existence, both the church and its Bible School grew significantly (*Bragtown Baptist Church: A History*, n.d.).

Another example of the historic religious diversity in Bragtown is the presence of a Sikh Gurudwara. Literally located in the shadow of the Bragtown Baptist Church, the Gurudwara was built in 1985 and is a relatively new and unique edition to the Bragtown landscape. The Bragtown location was chosen because of the affordability of the land and proximity to the Sikh community in central North Carolina (*The Sikhs: Their Beliefs and Practices*, n.d.).

Since its incorporation into the City of Durham, the community of Bragtown has struggled to maintain its distinct identity. Although historically Bragtown has been thought of as its own community apart from the rest of the City of Durham, many service providers and community members have remarked that its history is not well defined. However, recognizing Bragtown's past can provide a basis from which it can continue to grow and preserve its distinct identity.

Chapter 3

Demographics

General demographic information from the 2000 United States Census was gathered for the census tracts identified by the UNC team as covering the Bragtown area; the following data are for Tract 1.01. (Tracts 1.02, 2, 17.09 and 18.01 border tract 1.01 and were identified by some sources as being part of Bragtown, but also cover areas that were excluded by other sources, so data from these tracts was not included.)

The population of census tract 1.01 is 3,151 people. There are slightly more females than males living in this area and the median age is 32 years. Eight percent of the population is under age 5, and 30 percent is under age 18. Ten percent of the population is older than age 65. Sixty-three percent of households are families, and although the average household size is two or three people, 30 percent of householders live alone. Almost 40 percent of all households have a child under age 18 (U.S. Census Bureau, 2000).

Most interviewees commented that many elderly and retirees live in the Bragtown area. People said that resources are available to older adults, but some experience problems with access to services. Interviewees agreed that most elderly individuals want to maintain their independence. People tended to see families in Bragtown as positive, but family was mostly mentioned in the context of recreational activities. Although some people have family that lives nearby, and some people even consider their neighbors to be family, most people that were interviewed are not related to other individuals living in the Bragtown area. Several interviewees noted that as older people are moving out of the area (from death or relocation to assisted living facilities), more families with children are moving into the Bragtown area. As will be discussed in Chapter 5, many people expressed concerns about local activities for youth.

The racial distribution is 54 percent African American and 38 percent Caucasian; these proportions have not changed in the past 10 years. The number of people identifying themselves as Hispanic or Latino increased dramatically from 25 in 1990 to 303 in 2000 (U.S. Census Bureau, 1990 & 2000). The population living in the central part of Bragtown, in the neighborhoods along Roxboro Road, is generally older and more Caucasian, while the population living in other areas of Bragtown is younger and more African American. Hispanic or Latino individuals tend to live north of Maynard Avenue, with high populations living in isolated blocks rather than spread evenly throughout the Bragtown area (U.S. Census Bureau, 2000).

Interviewees had many different perceptions in regard to the different racial groups that live in Bragtown. When asked how different groups of people get along, many interviewees responded that Bragtown was “the same as the rest of Durham” without elaborating as to whether that was good or bad, and some people mentioned a general desire of people to interact only with their own racial group. While some people said that Bragtown was historically an African American community, others said it was historically Caucasian. This discrepancy may be due to perceptions based on where people live and their own demographics, as older Caucasian individuals who live or own businesses near Roxboro Road were more likely to say the area was historically Caucasian.

When asked about growth and changes over time, almost every interviewee noted the growing number of Hispanic businesses and increased number of Hispanic people moving into Bragtown. Issues specifically concerning this group are detailed in Chapter 4. Most individuals did not name any other racial or ethnic groups living in the Bragtown area. Please see Appendix B for demographic interviewees.

Chapter 4

Methods

Development of Interview Materials

The UNC team developed interview guides for service providers, business owners, and community members that were similar in format and content (see Appendix C) to ensure consistency in primary data collection. The goal in creating separate interview guides was to capture the unique perspectives of each group, yet make them analogous enough to compare responses over similar topic areas.

Two team members respectively took on the task of developing either the service provider guide or the community member guide. They reviewed interview guides from past community diagnosis teams and selected questions from several of those guides. The entire team then reviewed each guide's questions and probes to adjust for inconsistencies as well as to elicit the depth of information for each domain. No assessment has been done of the Bragtown area recently, so interview guides included broad categories to gather preliminary information. Focus group guides (Appendix C) and fact sheets (Appendix D) were developed in a similar manner.

To provide structure and ease the subsequent coding process, questions were grouped under the following broad categories: Geography/History, Individual Information, Family Information, Life in the Community, Services and Business, Service Providers, Community Assets, Decision Making and Problem Solving, Problems and Needs within the Community, and Community Forum. These broad categories became coding domains (to be described further under primary data analysis). While most of the domains were included in both the service provider and community member guides, a few were only used for one group. For instance, the Service Provider guide includes a section entitled "Services" which details the work of the organization that the interviewee represents. The community member interview guide went one

step further to assess views of residents regarding the services provided to their community through the sections “Services and Businesses” and “Service Providers”. In addition, the sections “Individual Information” and “Family Information” were included to gather personal information about the community member.

The team then pre-tested both interview guides for flow and other issues that may have been overlooked in the initial development phases. Based on these tests, redundancies were removed between the interview guides and fact sheets and the sections were rearranged within the guides to mirror each other. The team later created an additional interview guide for business owners, since a large number of interviewees were expected from this group. The business guide is essentially the same as the service provider guide except for use of the word “business” instead of “agency.”

The research protocol and all materials were reviewed and approved by the UNC Institutional Review Board (IRB) to ensure that the rights of participants were protected. A letter documenting this approval is included in Appendix E.

Selection of Service Provider and Community Member Interviewees

Initial contacts were identified through referrals from the project preceptor and visits to service providers during windshield tours of the Bragtown community. The primary method of contacting additional interviewees was following up on referrals gained during interviews. Decisions on whether to follow up with each referral were always made through team discussion and through comparisons with the characteristics of completed interviews. In some cases contact was deferred until more interviews were completed. Several factors influenced the selection of interviewees, including fluency in English, and demographics such as geographic location, race, and age. These criteria were determined by primary and secondary data, and field notes, as will

be described further in the next section.

One criteria for selecting interviewees was geographic location. The team conducted interviews primarily with community members who lived inside the boundaries of Bragtown, defined as the broadest area identified in our primary and secondary data sources. The perception of boundaries changed throughout the interview process, which influenced the geographic areas from which interviewees were sought, such as the Oxford Manor housing development. An attempt was made to select interviewees from different areas of Bragtown and to avoid overrepresentation of any small area within the community. However, since interviewees tended to refer other contacts in their immediate neighborhoods, more interviews took place in some geographic areas than others. In addition, contacts were generated from one Bragtown church during time spent in the community. Because people tended to refer other contacts from the same church, a number of people associated with that congregation were interviewed.

In addition to interviewing community members from different geographic areas, the team also aimed to interview members of different racial groups. Although comparable numbers of African Americans and Caucasians were interviewed, the team only interviewed three Hispanics. None of the team members are fluent in Spanish and so the team was unable to interview Spanish-only speakers. Community members under 18 years were not interviewed. As noted in Chapter 8, it may be wise for future assessments to include youth input.

Collection and Analysis of Primary and Secondary Data

As described above, the team collected primary data by interviewing members of the Bragtown community, in addition to individuals who provide services (municipal, health, etc.) and Bragtown business owners. The team conducted 25 individual interviews, 12 with community members and 13 with service providers. The team also conducted one focus group

with four community members. Of these 29 interviewees, 14 were Caucasian, 12 were African American, and 3 were Hispanic. Ages ranged from 24 to 86, with almost equal numbers of females (15) and males (14).

Primary data analysis involved several steps. The notetaker for each interview created a loose transcript of the interview using handwritten notes and an audio recording. The notetaker reviewed the audio tape once to supplement information in the handwritten notes, and, if necessary, a second time to capture missing information or to record direct quotations. The resulting transcript was named by its unique identifier (SP_1, CM_1, etc.) instead of the respondent's name to ensure confidentiality. The transcript was then passed on to the interviewer for verification and to assign codes.

Codes are labels that the UNC team developed to segment interview responses into meaningful units. A list of codes was created through initial coding of the transcripts from the service provider and community member pretests. Interviewers for each of these pretest interviews generated the codes. The team reviewed these codes and selected those most relevant to anticipated information. For example, the code "growth" represents economic development in Bragtown, an increased number of people moving into the community, as well as a *decline in* growth for the region. The team also generated subcodes to identify more specific segments of information within a code, such as "Jobs" under the code "Economy." Although the majority of codes were identified through initial analysis of pretest interviews, the team added codes for "Perceptions" and "Leadership" based on data gathered during the interview process. The team created a master codebook defining each code and subcode to ensure consistency in coding across interviewers (see Appendix F). In addition to codes and subcodes, each response was identified as a strength, need, or barrier.

Once the interviewer coded the interview, the notetaker reviewed the coding to check for accuracy and completeness. Following the review, the interviewer entered the coded response text into Microsoft Access, a database program. This allowed easy sorting of data by domain, code, and subcode to identify themes expressed across the same code, both within and between different groups (such as community members and service providers). Responses were sorted according to their designation as a strength, need, or barrier. The team did not sort data by age, race or ethnicity, or gender.

Near completion of the data collecting process, the team identified topics that seemed prominent in each code and presented these findings to the planning committee. Three topics, the Hispanic presence, community cohesion, and decline of local businesses were selected as most important. After data collection was completed, the team reanalyzed the data, both within and among codes, looking for information relevant to the identified topics as well as topics emerging from new data. The five themes identified through this process were: Community Cohesion, Desire for Beautification, Growth of the Hispanic Population, and Decline of Area Businesses. The team presented these themes to the planning committee, who prioritized four to present at the community forum, and eliminated Decline of Area Businesses. Therefore, the four prioritized themes reflect the preferences of the planning committee members.

In addition to gathering primary data through interviews, the UNC team conducted independent observations of the community and collected secondary data relevant to Bragtown. Individual observations were documented in field notes. Though no systematic analysis of field notes was made, it influenced recruitment and selection of interviewees, as well as development of the interview guides. Initial windshield tours revealed a large number of churches in Bragtown, especially along Roxboro Road and Dearborn Drive. These churches were identified as a starting

point for recruiting members of the Bragtown community and remained an important window into Bragtown throughout the data collection process. The team sought out bilingual Hispanic interviewees and included questions about the Hispanic population in the interview guides because of the prevalence of Hispanic businesses on Roxboro Road.

The team used secondary data as a framework from which to compare the primary data collected from interviews and documented in field notes. The team divided the data into subject area identified from all data sources and presented an analysis according to theme. The primary data assumes a central role in each section, with the analysis examining whether the secondary data supports or falls short of the community's view of their reality. Because service providers and outsiders rely on secondary data when working with the Bragtown community, this information is included to show agreement and disparity between secondary and primary data.

Secondary data was also used to inform interviews and select interviewees. Demographic information obtained from the 2000 U.S. Census was used to determine the distribution of ages and races in the Bragtown area. The team kept this information in mind while cultivating contacts of various ages and racial backgrounds for interviews. The recent article in the *Independent Weekly*, "Bienvenido, Bragtown" was used as a probe for diversity and changes within the community (Spiker, 2003).

No definitive map or description of the boundaries of Bragtown could be determined because there are few sources of cartographic information about Bragtown, and the existing information is contradictory. The team chose to address this by adding questions concerning Bragtown's boundaries to the interview guides. Similarly, probes regarding the inclusion of the Oxford Manor housing development were included to determine if interviewees considered this

area to be within the boundaries of Bragtown. The team felt this was important to ask, since the police department and other agencies classify it outside the boundaries of Bragtown.

Influence of Perceptions and Assumptions on the Research Process and Results

It is critical to acknowledge the ways in which the perceptions and assumptions of the team influenced the data collection and analysis process. The first is in development of interview guides. Although balance and objectivity are ideal, the questions chosen and the manner in which they are asked reflect personal biases. Also, the choice of codes and assignment of particular codes to responses is subjective. Because coding involves assigning meaning to data, it was open to interpretation that may have affected the themes identified from coded data. The planning committee of community members and service providers verified the accuracy of the findings to eliminate team biases and prioritized themes most relevant for discussion at the community forum.

Chapter 5

Themes

One of the main objectives of the AOCD process is to discover topics relevant to the community. Based on data gathered from interviews, the UNC team identified strengths, needs and concerns of community members and service providers. Of the identified issues, four were selected as those most important to the community. The four themes prioritized by the planning committee were Community Cohesion, Desire for Beautification, Growth of the Hispanic Population, and Opportunities for Youth Development. The methods used to identify these themes are discussed in Chapter 4.

In this section, we present the following information about each theme: Community Member Perspective, Service Provider Perspective, and Secondary Data. Secondary data relevant to each of these themes is scarce, but available data is provided to supplement primary data gathered from interviews. Other findings that emerged from each of the original codes, including themes that were not prioritized, are discussed in Chapter 6.

Theme 1: Community Cohesion

Community members and service providers had varying perspectives on their sense of community in Bragtown. It was difficult for people to identify individual leaders within the community.

Community Member Perspective

When asked, “What do you like about Bragtown?” the response was, “I don’t think of it that way. I think of what I like about my little neighborhood. When things change a little farther out, I notice it but it doesn’t bother me.”

As was noted previously, interviewees had varying perspectives on the actual boundaries of Bragtown. The lack of defined boundaries may contribute to the perceived lack of cohesion reflected in many community members’ comments. However, some of the older interviewees emphasized Bragtown’s strong history of community members working together for success. One elderly woman talked about Bragtown as a “community where people cared about each other” and how people used to come together to plan celebrations, such as the Bragtown Christmas Parade.

Although historically Bragtown has been a cohesive community, many current residents reported a close connection only to their own immediate neighborhood or street and not to all of Bragtown. Despite the fact that some considered Bragtown as not very “close-knit”, when asked about community assets and strengths, many recalled events when neighbors came together and helped each other out, such as during the ice storm and Hurricane Fran. There was also some mention of neighbors looking out for each other through establishing their own informal neighborhood crime watches.

Most community members emphasized the need for more of a community focus in Bragtown. They mentioned that the lack of a distinct downtown area makes it difficult for the community to come together, but that the presence of a central community center could help

overcome this barrier. Also, the need for more leadership was stressed in that it was difficult for community members to identify specific leaders or positive role models in Bragtown.

Although many community members expressed a desire for more neighborhood cohesiveness, others emphasized that some individuals choose to maintain their independence. For example, one community member mentioned, “everyone does their own thing – nobody seems to interact with anyone.” Overall, there was the feeling that people in the neighborhood are friendly, but not necessarily “in your business.”

Service Provider Perspective

“A community that has togetherness...they come together... I’ve seen that. This community will come together when certain issues arise.”

Many of the service providers interviewed were also community members and often expressed similar perspectives as community members. However, service providers were more likely to express community cohesion as it relates to organizations in Bragtown, rather than individuals. For example, one service provider felt a strong need to “create more unity in Bragtown and churches”, while another service provider commented that he really wanted his church to “embrace this neighborhood and be an active part.” When asked about the community coming together to solve problems, another service provider mentioned that there were mostly “personal and church initiatives.” Several service providers also felt that the increased number of rental properties has led to a lack of ownership and caring for the community among its residents.

Secondary Data

Secondary data relating to community cohesion in Bragtown is scarce. Although the Oxford Manor public housing community has a Residents’ Council, there is no documented neighborhood association in Bragtown (Durham City/County Planning Department, 2003).

Theme 2: Desire for Beautification

While most people agree Bragtown is a nice place to live, the desire for beautification came up frequently in reference to the appearance of some businesses, houses, and roads.

Community Member Perspective

“Some people can afford to move to a really nice, beautiful home and wonderful neighborhoods. But it’s not like that for me or for a lot of people. We have to realize we have to make the neighborhood what we want it to be - with care, it catches on.”

There was a general desire for beautification by many community members, although most thought some parts of Bragtown were better kept than others. Many interviewees expressed that abandoned buildings and unkempt houses portray a negative impression of the area. The maintenance of secondary roads was also mentioned several times including poor paving, lack of curbs and gutters, and infrequent repainting of road markings. A community member mentioned that she would “[like to see] sidewalks...makes the neighborhood look good.” There is a lack of sidewalks throughout most the neighborhoods within Bragtown, as noted by community members and the UNC team during windshield tours of the community. One community member conveyed a common feeling that “beautification improves the neighborhood” and can help to create ownership.

Overall revitalization of the area was expressed by community members as an important aspect of beautification. One community member expressed that revitalization has already begun. “There’ve been some improvements since I moved in...I see [the neighborhood] being rebuilt.” Another community member expressed that revitalization is important for keeping down crime rates. “There are depressed areas...revitalizing helped a lot because you don’t see many people hanging out.” Revitalization is not only important to enhancing the physical environment, but also for improving people’s perceptions of the neighborhood.

Service Provider Perspective

“I think the community has a certain charm to it, even though it’s old and even though it’s not as well kept now as it used to be. I see it as, well, have you ever seen a movie where someone goes into the attic and find all these treasures but they have cobwebs on em, they have dust on them. That’s the way I see this neighborhood...That underneath that, if it could get a good scrubbing down, a good cleaning...it’s a charming neighborhood...It’s a great place to start out. And so I think if you blew the dust off, I think there’s a lot of charm there to be had, that’s there but just needs to be rediscovered.”

Service providers echoed many sentiments expressed by community members. They mentioned the physical appearance of various houses and businesses in Bragtown and the effect of those appearances on their own perceptions of the neighborhood. One service provider said “a lot of problems with Bragtown are in its perception...and there are some real reasons those perceptions exist” suggesting that people who do not live in Bragtown, but do work there, may let perceptions of the community influence their opinions of life inside the community.

Like community members, service providers thought maintaining the appearance of homes was crucial for beautification. For instance, one service provider commented that the “big challenge would be to keep [the] area vibrant without letting...real estate values plummet and houses deteriorate.” There is optimism that the area can be improved as one interviewee remarked, “just because it’s a modest area doesn’t mean it can’t be nice...I’m hopeful.”

Secondary Data

Desire for beautification encompasses many aspects of the community’s appearance and while deemed important, there is no concrete data relevant to the appearance of the community. Data from the 2000 U.S. Census indicates there were 69 vacant housing units in the Bragtown area which constitute 5 percent of the homes. This percentage is unchanged from 1990 (U.S. Census Bureau). No data relevant to the number of vacant businesses or the lack of sidewalks could be found by the team.

Theme 3: Growth of the Hispanic Population

The most noted change in Bragtown in the past 5 years has been the growth of the Hispanic population. While Hispanic businesses have revitalized the area, there seems to be a lack of interaction between the Hispanic community and non-Hispanic Bragtown residents.

Community Member Perspective

“The changes are good because I think you need to know something about all races and all people, rather than just looking at them from a distance.”

Many community members noted an increase in the Hispanic population in the Bragtown area. Both African Americans and Caucasians had a tendency to mention the growth of Hispanic businesses along Roxboro Road, although there was a sense that the businesses are primarily for a Hispanic clientele and do not attract large numbers of African Americans or Caucasians.

In general, when asked about relations between racial groups, community members felt that groups either got along without trouble, or did not interact. This lack of interaction between the Hispanic community and other Bragtown residents was partially attributed to the language barrier between English-only and Spanish-only speakers. Few community members spoke extensively about race relations.

Although non-Hispanics tended to group Spanish speakers into one large group called Hispanics, Hispanic respondents made note of the different countries of origin among the Hispanic population. There is a perception that Hispanics identify their community more commonly with other Hispanics than as members of the Bragtown neighborhood.

Service Provider Perspective

“We have a lot of Hispanics in area, I think one of the things I’d like to see us do or someone do is English as a second language classes. Maybe there is that, but I just don’t know about it.”

Service providers focused primarily on the services available to the Hispanic community. Echoing the sentiment by community members, several service providers noted the language

barrier between Spanish-only and English-only speakers. Proposed solutions included offering more classes for English as a Second Language (ESL) and increasing Spanish language services in places such as schools, hospitals, clinics, and government agencies. There was an expressed need for linguistically and culturally appropriate services in all sectors. However, it is also apparent that members of the Hispanic community, especially those who are bilingual, help each other to navigate through the system.

Secondary Data

There were two sources of secondary data which explicitly related to the growth of the Hispanic population. The first is data from the United States Census (2000) indicating that approximately 10 percent of residents in the Bragtown area identified themselves as Hispanic or Latino, up from less than 1 percent in 1990 (U.S. Census Bureau). However, the current number of Hispanic residents is likely to be higher due to continued growth since the census and the possibility of undocumented Hispanic community members. Another source of secondary data is an article in the *Independent Weekly* published in January 2003. The article focuses on the growing number of Hispanic businesses located along Roxboro Road and names ten businesses that cater to Latinos in less than one-and-a-half miles (Spiker, 2003). The influx of Hispanic businesses signifies the growth of the Hispanic population in Bragtown as well as the rest of Durham and other nearby areas. This data confirms information gathered during interviews and windshield tours by the team to the Bragtown area.

Theme 4: Opportunities for Youth Development

The interviews identified a need for more opportunities to encourage youth to develop their talents. Keeping them involved in positive activities is also important for shielding them from situations in which they might get into trouble.

Community Member Perspective

“I’ve noticed the guys will get a bunch of children together and they’ll take them out to play ball. One thing that I’ve noticed in my neighborhood is that a lot of children will tend to roam on their own – which is not good.”

Community members believed that recreational activities were important in stimulating youth. They believed that without concrete activities youth may be inclined to get involved in activities that may get them in trouble. Television was often cited as the primary recreational activity. Many named Wal-Mart as a popular teen hang out. Other community members mentioned the Edison Johnson Recreation Center as a source of activities, although some noted that cost may be a prohibiting factor. Many felt there were not enough parks in the neighborhood for recreational purposes.

Many interviewees saw a lot of potential among youth, though measures had to be taken to channel this potential in a positive direction. They expressed enthusiasm for activities youth engaged in and recognized real talent and motivation towards realizing these talents. Still, many worried about youth getting involved with the “wrong crowd”.

Service Provider Perspective

“We have a child in our school who does poetry, was nominated ... to be poem of the year... They are very intelligent, but they need that reassurance.”

Service providers also recognized the need to provide recreational activities for youth. One service provider said he often saw neighborhood kids congregating in the parking lot of a church for lack of a neighborhood community center.

Service providers echoed the need to foster talent and to involve youth in more constructive activities. However, some felt that residents are often unaware of the services available to youth and as a result these services are underutilized. For instance, the library offers many after school programs and local churches offer activities such as Awana or Vacation Bible School. Although many church sponsored activities were well-attended overall, some churches expressed a desire to involve more neighborhood youth in their activities.

Secondary Data

The City of Durham offers a number of recreational activities for youth, from toddlers to teens. There are city sponsored sports teams such as baseball, basketball and soccer as well as recreational centers and parks throughout the city. The Edison Johnson Recreational Center is located near Bragtown and offers classes in dance, self-defense, computer training, art, and etiquette. They also offer summer camps, a basketball clinic, an aquatic center and fun days for kids who have the day off from school due to teacher workshops and holidays. Edison Johnson does not provide transportation to or from their facility, but they do offer fee waivers for people receiving social services.

The North Carolina Museum of Life and Science, also located near Bragtown, provides summer day camps and overnight camps for youth in addition to their ongoing exhibits.

Children from all over the state make special school trips to visit the museum.

These services are salient given that the number of youth in Bragtown has increased. The 1990 Census reported that 25 percent of residents were aged 18 and younger, while the 2000 Census reported 31 percent of residents were aged 19 and younger. Recreational activities are vital for youth development and it is important to increase access through transportation and reduced fees.

Chapter 6

Other Findings

As discussed in Chapter 4, the first level of interview analysis involved assigning codes to responses. The following information is a compilation of interview responses relevant to each code and related secondary data. Information pertaining to Boundaries was discussed in Chapter 1, and information pertaining to Elderly, Family, Minorities, and Youth were discussed in Chapter 3. These codes, as well as information discussed in Chapter 5 regarding the major themes, will not be reviewed here.

Secondary data was gathered in anticipation that these codes would be prominent in responses, but several secondary data sources were rejected by the team because they did not provide relevant information to the Bragtown area. Please see Appendix G for a complete list of secondary data sources identified by the UNC team, including those that were rejected.

Because there was generally little variation in information from community residents, service providers, business owners, and secondary sources, each code will be discussed using a compilation of the data rather than comparing and contrasting different points of view.

Economy, Growth, and Housing

Interviewees said the Wal-Mart shopping center was important, and mentioned the closing of Kmart and the movie theater as losses to the community. Almost everyone mentioned the growth of Hispanic businesses along Roxboro Road. While some people noted that there are many independently-owned businesses in the area, a few people also said that the businesses do not tend to stay open very long. Larger commercial businesses (such as Wal-Mart and Lowe's) are prominent in or near the Oxford Commons shopping center.

People noted much diversity in the jobs of community residents, ranging from blue-collar to professional. A few people mentioned that unemployment is a problem, and most noted a

large number of retirees living in Bragtown. Several interviewees said that many people living in Bragtown are employed elsewhere and commute to their jobs in other areas such as Chapel Hill, Research Triangle Park, and other parts of Durham.

Secondary data confirms the information gathered from interviews. The U.S. Census reported that nearly 25 percent of the residents in tract 1.01 work outside Durham County and spend an average of 20 minutes commuting to work. One-third of residents who work are employed in education, health, and social service fields; other job groups that employ more than five percent of the workforce each are: construction; manufacturing; retail; finance, insurance, and real estate; administrative and waste management services; and accommodation and food services (U.S. Census Bureau, 2000).

Responses regarding growth in the Bragtown area were very consistent. People mentioned the increasing Hispanic population, the older population dying or moving out of the area, and the influx of younger people. Many interviewees regarded Bragtown as a starter neighborhood, where young families or young professionals can buy a first home, since housing is more affordable than in other communities in Durham and the Triangle. They said that homes are older and eclectic, and that the neighborhood is basically nice, although there are problems with trash and other clutter in some yards. There are a number of homes for sale and for rent in the area, as well as a few that are abandoned. Interviewees noted an increasing number of rental properties and people who do not stay in the area very long, and several people said that renters do not take as much interest in their homes or in the community as do home owners.

The secondary data gathered from the 2000 U.S. Census on housing characteristics do not completely agree with community perspectives. However, these data are three years old and

could be out-of-date with what is currently happening in the community, and the boundaries of the census tract may not correspond with the perceived borders of Bragtown.

According to the census, there are 1,281 housing units in Bragtown. About 60 percent of these units are owned, 40 percent are rented, and five percent are vacant. In the past ten years, the total number of housing units increased by 50 units, and there has been no change in the proportions of homeowners, renters, or vacant units. The median value of a home in Bragtown is \$83,400, and the median cost of rent is \$617 per month (U.S. Census Bureau, 2000).

Crime

Responses regarding crime in the Bragtown area were varied. Interviewees' perceptions ranged from Bragtown being very safe to an area where crime is a problem. Several people commented that crime in the Bragtown area is "like the rest of Durham" while others mentioned drugs as a problem. People also said that the perception of crime in Bragtown may be worse than reality, and that crime is better now than in the past, although it is not completely "fixed."

The Durham Police Department has no set definition for the boundaries of city neighborhoods; instead they generate crime reports by streets. Generally, the number of calls for service and the number of incident reports for the general Bragtown area has decreased dramatically in the past three years, possibly due to the presence of a crime task force centered in Bragtown (Durham Police Department Crime Analysis Unit., 2003; J. Payne, personal communication, 2003). For resources containing crime statistics, see Appendix E.

Transportation

Traffic was often mentioned as a problem during interviews. People felt it is unsafe to cross Roxboro Road, and that parking on the street is not wise. While some interviewees said the bus system is heavily used, a few interviewees said that the bus system is confusing and

inconvenient because of the transfers needed to travel to Duke or services in downtown Durham. However, travel to certain areas such as Oxford Commons and Durham Regional Hospital require no transfers. The Durham Area Transit Authority (DATA) has three routes that serve the Bragtown area, routes 3, 4, 9 (Durham Area Transit Authority, n.d.). Initial information gathered by the UNC team indicated plans for a freeway to be built through the Bragtown area, but no individual mentioned any knowledge of this proposal during interviews. Additional issues related to roads and sidewalks were discussed in Chapter 4.

Community Organizations and Leadership

When interviewees were asked about leadership in the Bragtown area, most responses were “I don’t know.” Although people did not name specific leaders, they identified churches, the Residents’ Council at Oxford Manor, and small groups of people starting petitions in their neighborhoods as providing some community leadership.

People said that stores and shopping near Bragtown are good, and that religion and local churches play a large role in the Bragtown community. Several individuals expressed a desire for a community organization that focuses on Bragtown.

Interviewees named many resources throughout Bragtown that address varying needs, but said that none are aimed specifically at Bragtown. However, the Oxford Manor community has many resources available, including the Academic Achievement School, the JobLinks program, and an outreach worker. People also mentioned that few resources are specifically aimed at Hispanics; exceptions are the outreach ministry at St. Paul’s United Methodist Church and El Centro Hispano that serves all of Durham.

Recreation

Many interviewees named television watching as the main form of recreation, especially for youth and elderly. Local churches were named as a source for activities, as well as Northgate Park, Edison Johnson Recreation Center, the Museum of Life and Science, and Northgate Mall. The closing of Carmike Cinemas was mentioned by many individuals as a loss to the community. Several people mentioned a need for a park nearby, but some interviewees didn't know about parks that exist in the area. People specifically expressed a need for a recreation center or a park for children, and said that transportation and costs are barriers to accessing recreation facilities.

Perceptions

Responses in regard to perceptions of the Bragtown area were highly varied. Many individuals had generally negative perceptions of Bragtown, saying that Bragtown is less desirable than other areas because of the presence of public housing and the influx of young people. Several people had the perception that fewer homeowners live in the area than previously, and that the renters do not take care of the homes. Crime was also perceived as a problem, although a few people acknowledged that crime is decreasing. However, other people said "it's a nice little neighborhood" and a few said they would tell their own children to buy a home in Bragtown.

Public Services

Interviewees expressed a need for more knowledge about services, but also expressed a general satisfaction with the services that are available. However, a few people mentioned that they felt that some utility companies discriminate against the Bragtown area, particularly with regard to restoring power after the ice storm in December 2002.

Several Durham County government services are located in or near Bragtown, including the Durham Regional Hospital, North Durham Wastewater Refinery, Waste Disposal and Recycling Center, Fire Administration Offices, Social Services Detox House and a women's apartment living facility, Bragtown Branch Library, and the Animal Shelter. Located within a few miles of the Bragtown area are a community health center, other fire stations, police stations, the Durham County Library, social services offices, city hall, and other facilities (City of Durham, *Durham Maps*, n.d.).

Police

Interviewees noted that police are responsive when they are called, have been somewhat active in organizing community events (but only when specifically asked to do so), and have “cleaned up” the area. People said that police are seen patrolling Roxboro Road and in the Oxford Manor area, but are not seen in the neighborhoods near Roxboro unless they receive a call. The police station nearest to Bragtown is currently short on staff, and the city recently removed a task force that had been focusing on crime reduction in the Bragtown area (J. Payne, personal communication, 2003).

Education

Interviewees said that students attending Durham County Schools who live in the Bragtown area are assigned to attend Glenn Elementary School, Brogden and Chewning middle schools, and Northern High School. Other nearby schools are Club Boulevard Humanities Magnet, Lakeview School, and Maureen Joy Charter School. Club Boulevard is a magnet school that draws children from all over the county based on a lottery system (Durham County Schools, *Magnet Programs*, 2003). Lakeview School is a secondary school (grades 6-12) for students with a “history of chronic misbehavior” or who have received long-term suspension from their

home school (Durham County Schools, *Lakeview School*, 2003). Maureen Joy Charter School serves 180 students from kindergarten to fifth grade. The school is housed in six trailers on Belvin Avenue where the Bragtown School once stood, with a separate Primary Center for kindergarteners located at Northgate Presbyterian Church. Maureen Joy is interested in purchasing the Bragtown School site and constructing a new building (Goldstein, 2002). Several people mentioned Bragtown School as being a major educational facility in the past, but it burned down in 1991.

Oxford Manor Achievement School was named as a resource for students who live in that housing development. Several interviewees mentioned that at least one public school is trying to provide resources for Hispanic students and parents. A few people felt they were being discriminated against by teachers, saying that teachers do not care about minority children and children who live in public housing and that teachers think those children cannot do as well as others.

Politics

Durham is split into three City Council Wards. Bragtown is located in Ward 1, which also includes much of downtown Durham. Neither the Ward 1 representative nor any of the Members-at-Large on the City Council live in or near Bragtown, so the community does not have direct representation on the City Council (City of Durham, *Durham City Council Wards*, 2003). Durham has many active neighborhood associations, as well as an organization of neighborhood associations, but there is no such group for the Bragtown area. Most people said that politics did not exist in Bragtown and that Bragtown residents have very little interest in political matters; a few people mentioned some political activity in Oxford Manor. Many interviewees thought that residents of Bragtown have generally liberal to moderate views.

Health

Health was not prominent in most interviewees' responses. Only when specifically probed did any individual—other than those who work for a health care organization—mention a health concern. Most interviewees agreed that health services are available nearby and are good, specifically mentioning Durham Regional Hospital (and nearby doctors offices), Duke Hospital, and Lincoln Community Health Center. Some noted accessibility to health services as a problem, specifically for the uninsured and Spanish-speaking populations.

There was an expressed need for dental services and a low-income walk-in clinic in the Bragtown area, as well as sex education for teens and general health education for Hispanics. Although health services are available at the Durham County Health Department, no community members mentioned this as a resource. A representative of the Health Department also noted that barriers—specifically stigma, location, and transportation—prevent people from using the available services.

Appendix E contains a listing of available health data, which will not be discussed here because the data is not specifically relevant to Bragtown. Health data is available for Durham County and to a lesser extent, by zip codes within Durham County, but neither of these is specific to Bragtown, and health care providers do not identify Bragtown as an area at which programs are targeted (J. Orser, personal communication, 2003).

Chapter 7

Community Forum

As a final step in the AOCD process, a community forum was held to provide an opportunity for the UNC team to present its findings back to the community.

Planning the Event

A planning committee made up of three service providers, one community member, and the UNC team and preceptor (also a community member) organized the forum. The forum was designed as an open public meeting to discuss issues significant to the community. The planning committee decided the main goal of the forum was fostering new connections between participants because Bragtown lacks a cohesive identity. Other objectives included discussing community issues and determining potential courses of actions. The planning committee decided the forum should be called the “Bragtown Community Event,” a less formal and more inviting name.

Below is a table outlining each of the five planning committee meetings:

Date	Agenda
March 17	Description of the Community Diagnosis process, role of the planning committee, ideas for the event, identify date and location for the event
March 24	Finalize event location, presentation and discussion of emerging themes, soliciting donations, advertising and development of logo
March 31	Determine goals and objectives of the event, strategies for presenting and discussing the themes, set agenda and assign roles for the event, review invitations, flyers, logo
April 7	Assess status of food and prize donations, present finalized themes, confirm method for leading small groups discussion, plan post-event meeting
April 28	Debrief the event, discuss evaluations and interest forms

In order to plan for the event, the UNC team asked each interviewee about the best day of the week and location for the event. Weekends emerged as the most convenient time. The planning committee chose Sunday afternoon for the event, since most church services would be finished at that time. It was also noted by several interviewees that it would be best not to hold

the event at any of the local churches, as the event should not be linked to any particular church or denomination. The planning committee decided to hold the event at the Museum of Life and Science in Durham given its convenient location, neutral setting, and adequate meeting space.

Once the date and location were chosen, the formal planning began. This included soliciting donations from local businesses for food and door prizes, ordering supplies, analyzing interview data, and preparing materials. The planning committee chose a logo that included the name “Bragtown Neighbors” for the flyers and invitations that would advertise the event. Given the growing Hispanic population in Bragtown, the flyers were translated into Spanish by one of the planning committee members. The team mailed personalized invitations to interviewees and other community contacts, and delivered flyers to local churches and businesses. Several area churches made announcements about the event during their services or included information in their bulletins. *The Durham Herald-Sun* donated advertisement space for the event.

Other preparations included planning the agenda and activities that would take place during the event. As described in Chapter 4, the UNC team analyzed the interviews to identify emerging themes. The planning committee decided on the four most salient themes to present to participants as the focus of the event. The four themes chosen were Community Cohesion, Desire for Beautification, Growth of the Hispanic Population, and Opportunities for Youth Development. The planning committee felt it was important for participants to split into small groups to discuss each theme and create action steps. The participants would then report their action steps in a large group discussion following the breakout session. The planning committee decided on contingency plans for the possibility of a group of less than 15 or more than 50 participants. If there were few participants, the planning committee decided that participants would choose whether to form smaller groups as planned or have one large group discussion. If

there were more than 50 participants, the committee opted to have them split into small groups and move outdoors to discuss each theme, with possibly more than one group for each theme. To accommodate any Spanish-speaking participants, the planning committee decided to translate written materials and provide simultaneous translation during the event.

Members of the UNC team learned several techniques for leading and encouraging active discussion. These methods help participants critically reflect on issues and identify attainable action steps addressing each issue. The planning committee decided to have the students facilitate the small group discussion, while other planning committee members would take notes. The UNC team chose to use the ORID discussion method, which focuses discussion through questions (objective, reflective, interpretative, and decisional) that direct the natural thought process to an achievable action step. The objective questions focus on getting the facts, simply what is seen and heard. Reflective questions elicit the emotions and feelings associated with the trigger. Interpretive questions ask about the value and meaning of the trigger and the significance attached to the issue. The decisional questions inquire about the future, what needs to change, and what the first steps could be (Stanfield, 1997). The discussion begins with the presentation of a “trigger,” which is a verbal or visual cue that spurs dialogue. A quote from an interview was chosen as a trigger for each of the four topics. The trigger would be read once by the facilitator and posted for reference during the discussion.

The Event

The event was held Sunday, April 13, 2003 from 1:30 to 4 pm. The initial agenda was:

- I. 1:30-2:00 Registration, food, mingling, read themes posted around the room
- II. 2:00-2:30 Introduction of planning committee and UNC team, presentation of the four main themes by the UNC team
- III. 2:30-3:15 Small group discussions of the four main themes
- IV. 3:15-4:00 Report back to the large group, raffle door prizes, evaluations

This agenda was adjusted after the presentation of the themes, based on the number of people in attendance and the planning committee's contingency plan.

The room was set up in rows facing the front of the room where the four main themes along with several interview quotes for each theme were posted on the wall in both English and Spanish. The planning committee thought it was important to display other findings even though they would not be discussed. The additional themes (Community Organizations, Crime, Economy, Education, Elderly, Health, Housing, Minorities, Recreation, and Transportation) and their summaries were posted around the room.

The first stop for participants was the registration table, where they signed in and received a raffle ticket. Once inside, there was a large map where participants inserted a pin indicating the location of their home, organization, or business in the Bragtown area. Four maps from interviews were posted on the wall to represent the diverse views of Bragtown's boundaries. Door prizes were displayed next to the map and a table at the back of the room was filled with refreshments. Participants were invited to eat, read the themes posted on the wall, and mingle with others until the presentation began.

At 2 pm, the UNC team's preceptor welcomed everyone, gave a brief statement about the purpose of the event, and described the roles of the UNC team and planning committee. Each member of the UNC team introduced herself and the preceptor introduced the other planning committee members. The UNC team presented the four main themes by reading quotes from interviews and a short summary on each theme. After the presentation of themes the preceptor asked the participants if they would prefer to split into smaller groups or have a large group discussion on the themes, as per the contingency plan. The group decided to have one large group discussion because of the small number of people present. Since it was not probable that

all four themes could be discussed in the time allotted, themes were prioritized by a show of hands to ensure that themes with the most interest were discussed.

With the lively discussions that followed, the group had time to address only two of the four main themes, Community Cohesion and Opportunities for Youth Development. Below are the triggers that were used for each discussion:

Community Cohesion— "There's not really a community focus here. Maybe there was in years past, maybe when the elementary school was there...it's kind of hard to bring groups together."

Opportunities for Youth Development— "Kids don't have a place to go. If they don't have something to do they are going to get in trouble. We need a place [for them to] go and participate in sports, arts and crafts to keep them involved."

Outcomes of the Event

The discussions using ORID led the participants to generate action steps to address issues surrounding the themes. The following is a description of the ideas raised and action steps generated for the two themes that were discussed.

Community Cohesion

On the topic of community cohesion, the group discussed obstacles that can prohibit bringing people together. Participants said there is great diversity in Bragtown, which can make it difficult and even risky to bring groups together. Others noted that people are busy with their own lives and need to see value in an event in order to participate.

Participants generated several ideas for bringing groups together, including events where people could rally around a common cause. Participants said that holding events nearby and providing transportation could encourage people to attend community functions. Another suggestion was to lower the risks by providing incentives, such as food and child care. There was a general feeling that getting people to attend a community event requires extensive planning and publicity, and may include going door to door to personally invite people.

Opportunities for Youth Development

The discussion on youth development started with comments about barriers to providing opportunities for youth. Transportation was a key issue, because many parents work and cannot take their children to activities, and because desired locations are not always served by public transportation. Edison Johnson Recreation Center was seen as an asset in the Bragtown area, but participants noted that there is a waiting list and fee requirements to use the facilities. People said that local churches have events for youth, but there is little communication among churches to organize larger community events. Most people wanted a park or central place to go, but no organization exists in Bragtown to make such a request to the city.

Action Steps

The following action steps were generated during the discussion:

- Contact Durham Congregations In Action (DCIA) and other religious groups to promote collaboration among area churches
- Develop a community resource guide
- Find out how to create a park space in Bragtown
- Form a neighborhood group
- Meet to address topics discussed at the event

Participants felt it is important to use resources that already exist in the community. They suggested that collaboration between existing groups and churches with the help of key leaders within these groups could provide new opportunities for youth. Also, participants said that simply increasing awareness about current events and providing transportation could increase participation. The group decided to create a resource guide that will include information on activities for youth, employment, food, and utilities. Durham Congregations in Action (DCIA) and other religious organizations were cited as possible contacts to help develop the resource guide.

Another action step is to approach the city about creating a park or community center on the land where Bragtown School used to be. Because there is no organized group to advocate for creating such a park, participants suggested forming a Bragtown neighborhood group. Talking with other neighborhood associations was recommended as a first step in this process.

In order to follow up on each of these action steps, participants planned a future meeting for one month following the community event. One participant offered to create an e-mail listserv to communicate information about meetings and other events to the group. Representatives from several churches in Bragtown offered to host rotating meetings at their facilities. A final suggestion was to create a large banner that could be placed in front of the meeting location to attract community members. To ensure that everyone who was contacted by the UNC team during the AOCD process has the opportunity to participate in future action, the planning committee sent out meeting invitations to each of those contacts.

The planning committee met one final time to discuss evaluations of the event. A summary of these evaluations is included in Appendix H.

Additional outcomes

The event brought together a diverse group of community members and service providers to discuss issues in Bragtown. There were several representatives of the churches on Roxboro Road who had never met before. There were far fewer African Americans and Hispanics than Caucasians at the event. It may have been beneficial to have a greater diversity of ethnicities in attendance. However, those who attended were not a homogenous group, coming from different backgrounds and perspectives on Bragtown. This was a way to bring members of diverse groups together to discuss their common concerns about their community. Creating new partnerships will benefit the group in the future as they work together to make changes within Bragtown.

Chapter 8

Conclusions and Recommendations

The AOCD process revealed that although many residents strongly identify with their immediate neighborhood or church, they do not necessarily identify with the Bragtown community. This may be because Bragtown has no defined boundaries or because of the diversity that exists in Bragtown—not only racial, but also religious and economic. However, most interviewees indicated they are interested in seeing change in their neighborhood. This interest can be the starting block from which community cohesion and a larger Bragtown identity can be cultivated. The Bragtown Community Event demonstrated that people with diverse backgrounds can have strong common interests and signaled that people were ready to become involved in issues that affect the geographic area as a whole.

Based on the findings of the AOCD process, the UNC team has several recommendations for Bragtown Neighbors and other groups who plan to work in the Bragtown area in the future. These recommendations are based on personal observations, interactions with various members of the community and limitations of the UNC team’s skills.

The first recommendation is to continue to foster a sense of community within the neighborhood. It will be difficult for community members to work toward improving Bragtown if they do not feel connected to the community, or are uncertain if they are a part of Bragtown. One concrete step to address this issue involves actually defining the boundaries of Bragtown. This may be done through a neighborhood association and boundaries may have been defined when adjacent neighborhood associations defined their boundaries. A community newsletter is one way to update residents and keep people connected on the work that the group is doing to

improve the area. Creating a strong sense of identity and pride will motivate community members to invest in Bragtown and to be more involved in the community.

The second recommendation is to create an action committee that is truly representative of the community and does not represent the interests of only a small group of people. Failing to do so could damage the committee's reputation and prevent different groups of people from participating. One way to foster diversity is to host the meetings in a variety of settings—not exclusively religious ones. It is also essential when choosing a meeting place to consider its accessibility by public transportation. Communities may be separated by many factors such as age, socioeconomic status, race, religion and the division between renters and homeowners. It is important to keep these divisions in mind when cultivating participation.

Although committees commonly encourage people from different backgrounds to attend meetings by sending invitations, a more effective strategy is to identify community leaders within those different groups and create connections among them. These leaders could advise the action committee on how to involve members of their communities and make the committee more inclusive. Involving community leaders will demonstrate that the action committee is truly interested in all residents of Bragtown and has laid a foundation for a trusting relationship.

The following recommendation is for student teams who will be working in the Bragtown area. We recommend that future student groups focus on subgroups in Bragtown such as Hispanics, youth and elderly, as these subgroups may have different needs from Bragtown as a whole.

As previously mentioned, the Hispanic population is relatively new to the area, and many individuals are not fluent in English. In addition, some Hispanics move frequently to follow job opportunities. Because of these issues, service providers said that the Hispanic population may

have special needs and the UNC team feels it is important for a student team fluent in Spanish to perform a separate needs assessment for the Hispanic community. However, though working with Hispanics inclusively is difficult because of the language barrier, it is not always appropriate to separate them from the rest of Bragtown. Future teams should make an effort to incorporate the Hispanic population into the community.

A student group could also help the action committee tailor programs for youth and elderly living in Bragtown. Participants at the community event identified several important issues related to youth. Throughout the interview process many people mentioned the large number of elderly individuals living in the Bragtown area. Although the planning committee did not choose to focus on elderly for the community event, people felt there were many unmet needs within this community. A separate needs assessment for either of these subgroups would be helpful to the Bragtown community.

Closing

The UNC team enjoyed getting to know the people of Bragtown and learning about its rich history. We were warmed by people's willingness to share their experiences with us and their genuine enthusiasm for improving the neighborhood. We especially enjoyed working with the members of the Bragtown Neighbors planning committee and their commitment to Bragtown was critical for the success of the community event.

The residents of Bragtown are in the midst of creating a new community identity. Despite the lack of cohesion, residents have shown investment in their immediate areas and close personal relationships with their neighbors. People's positive attitudes and the steps they are taking to address problems affecting the community provide a wonderful glimpse of the community they are working to create in Bragtown.

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Appendix A

Maps of the Bragtown Area

The following maps of the Bragtown area were used by the team in determining the location of the boundaries of Bragtown.

- **A-1: USGS Map of Bragtown**
From the U.S. Geological Survey National Mapping Information
- **A-2: Tract 1.01**
From the U.S. Census Bureau
- **A-3: Rand McNally Atlas Map**
From the Rand McNally 2002/03 Raleigh/Durham Atlas

Appendix A-1 USGS Map of Braggtown



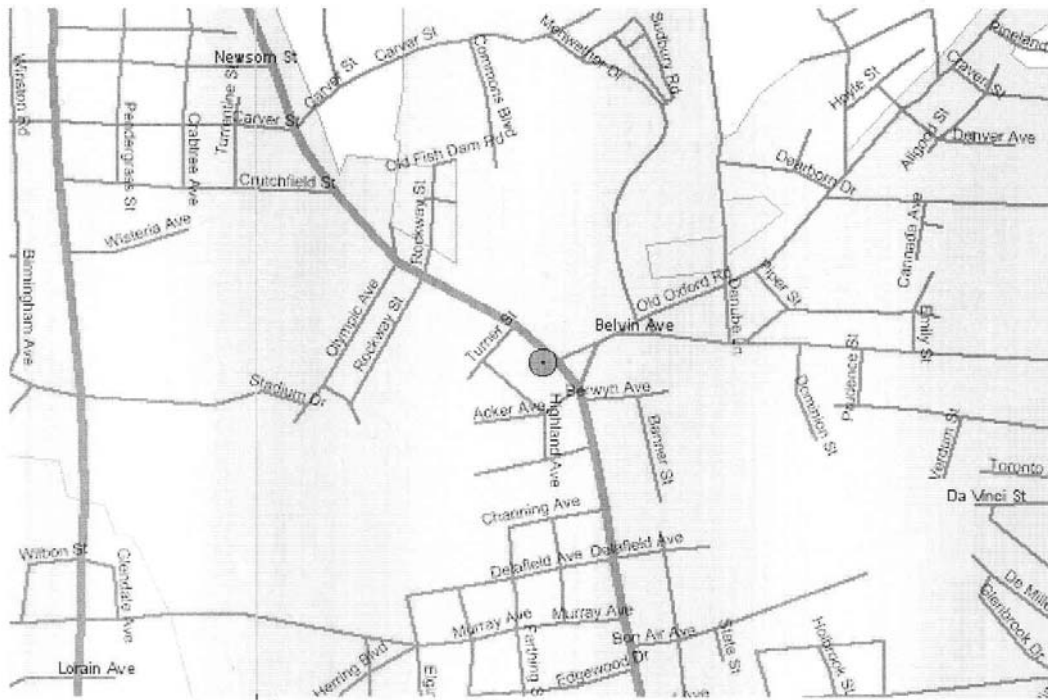
National Mapping Information

Map Server

Location of Braggtown, North Carolina

The following maps are produced using a direct map request from the U.S. Census Bureau Mapping and Cartographic Resources at the U.S. Census Bureau.

Location in region surrounding Braggtown, North Carolina



[Zoom In](#) | [Zoom Out](#)

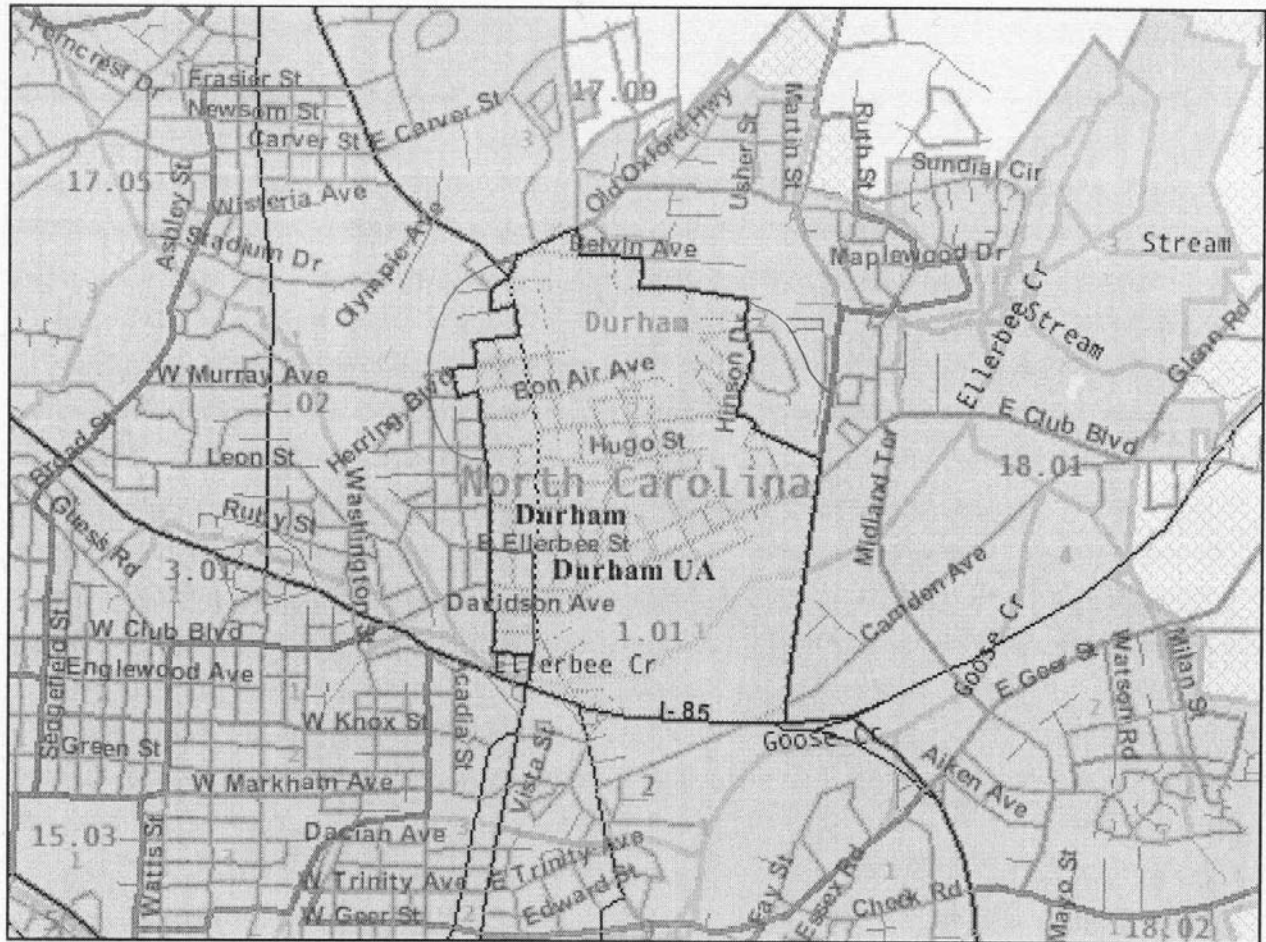
LEGEND

- | | |
|-----------------|---------------|
| County | Military Area |
| Lake/Pond/Ocean | National Park |
| Street | Other Park |
| Expressway | School |
| Highway | City |
| Connector | County |
| Stream | |

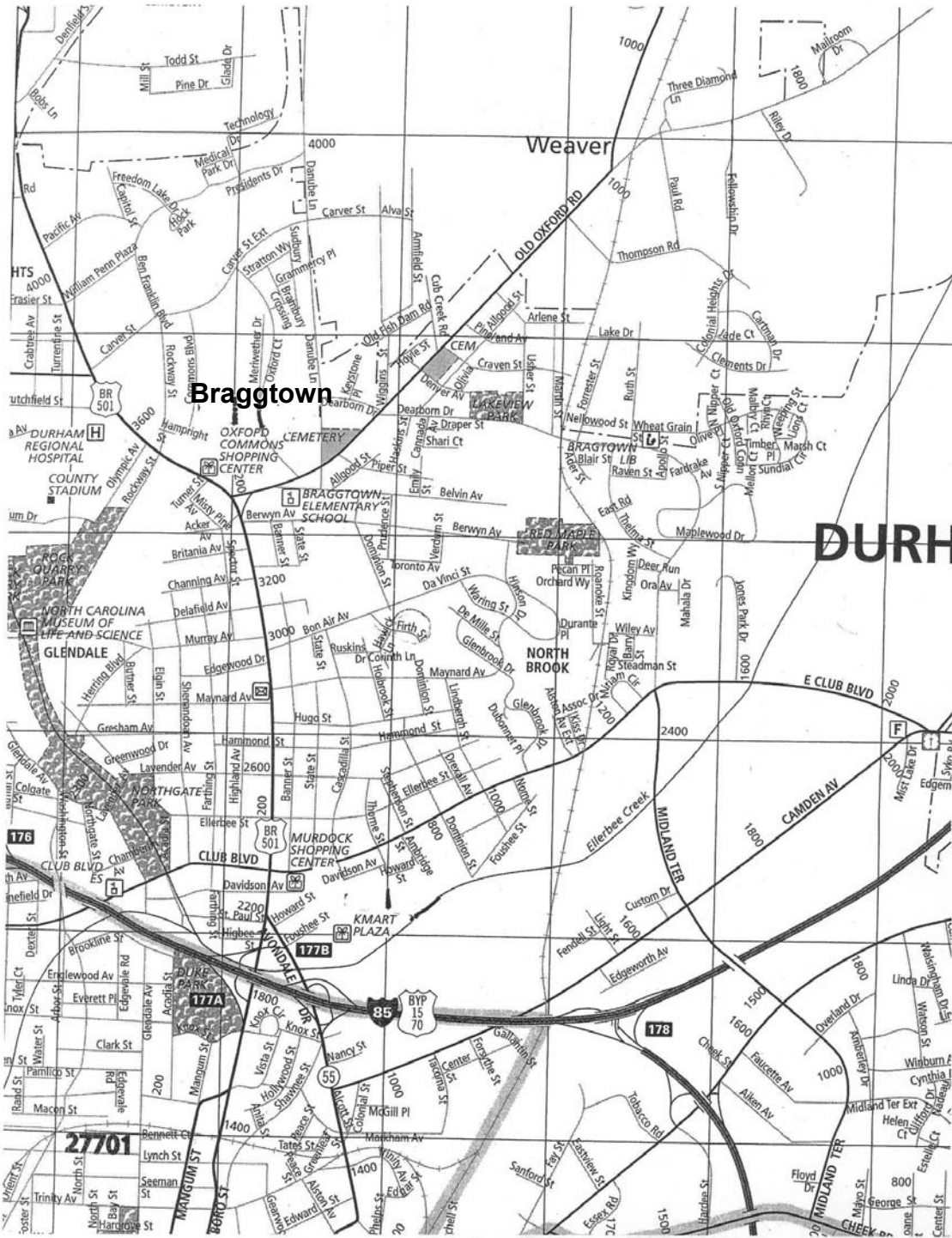
Scale 1:12808
 0 500 1000 1500 2000 2500 F
 0 100 200 300 400 500 600 M
 *Average--true scale depends on monitor resolution

Appendix A-2

Tract 1.01 (U.S. Census Bureau)



Appendix A-3 Rand McNally Atlas



Appendix B

Interviewee Demographic Information

Total of 26 interviews and focus groups:

- 25 interviews
- 1 community member focus group

Total of 29 interviewees:

- 16 community members, 13 service providers/business owners
- 14 Caucasians, 12 African-Americans, 3 Hispanics
- 15 females, 14 males
- Ages from 24 to 86

Appendix C

Interview and Focus Group Guides

The following guides were used in the interviewing process:

- **C-1: Community Member Interview Guide**
- **C-2: Service Provider Interview Guide**
- **C-3: Business Owner Interview Guide**
- **C-4: Focus Group Discussion Guide (for Community Members)**

The UNC team pretested interview guides before beginning the interview process, but as interviews were conducted, the team noticed redundancies in some questions, especially in the Community Member Interview Guide. Because it took time to generate contacts for these interviews, the need for revisions was not apparent until halfway through the interviewing process. Also, the original guides had been approved by the Institutional Review Board, and the team thought it best to administer the guides as written to maintain consistency. The following are suggestions for improving the guides for future use.

Additional Questions for the Service Provider and Community Member Guides

- How would you describe Bragtown to someone who has never been there?
- What issues do you think would be valuable to discuss at a community meeting?

Revisions to the Community Member Guide

- The Demographic Information section should follow the Additional Information section.
- The following questions should be removed to eliminate redundancies:
 - “How are service providers such as police and health care providers active in Bragtown?”
 - “Who is involved in solving problems in Bragtown?”
 - “What ways do community members go about solving problems?”
 - “What would make it easier to live in Bragtown?”
- “What activities do service providers organize?” should follow “How do you feel about the services offered to you such as police, transportation, and health care?” in the Problems and Needs Within the Community section.
- “What are some challenges, if any, faced by specific groups in Bragtown such as children, elderly, poor, or minorities?” should follow “What challenges has Bragtown faced in the past?” in the Decision-Making and Problem-Solving section.

Appendix C-1

Community Member Interview Guide

Thank you for giving us the opportunity to talk with you. Before we get started, I would like to go over some information to make sure you understand what we are doing. Here is a copy of the information for you to keep so you can follow along as I review it with you.

[READ FROM FACT SHEET]

Do you agree to participate in this session? [GET VERBAL AGREEMENT]

Do you agree to have this session tape recorded? [GET VERBAL AGREEMENT]

Okay, let's begin. [TURN ON TAPE RECORDER]

Before we can talk about Bragtown as a community, we need to know what you think Bragtown is. We don't really know where the boundaries of Bragtown are, so we're asking people for their opinions to help us define where Bragtown is and what it contains.

1. Geographic Information

- What do you consider the boundaries or landmarks that define Bragtown?
- On this map, could you show me where you think the boundaries of Bragtown are?
- How have those boundaries changed since you've lived here, if at all?
- Tell me about the history of Bragtown.
- How has Bragtown changed over the past five years? Ten years? Fifteen?
- Have these changes been good or bad?
- Are people moving into or leaving Bragtown?
Probe: Why do you think that is?

2. Individual Information

- What in particular drew you to living here and staying here?
- How long have you lived in Bragtown?
- What activities or hobbies do you have?
- Tell me a little about any community organizations such as church or volunteer groups that you belong to.
Probe: What role do you play in _____?
Probe: Are there any others?
- Where do you work?
Probe: What do you do there?

3. Family Information

- Who do you live with?
Probe if unclear relationship: What is your relationship to _____?
- What activities or things do you do together?
- Who else lives nearby who you consider family?

Okay, now let's talk about other people who live in Bragtown.

4. Life in the Community

- What do people in Bragtown do for recreation?
- What types of religion are practiced in Bragtown?
Probe: Do you know about the Sikh temple in the area?
- What do people in Bragtown do for a living?
- What political or government organizations exist in Bragtown?
- What different cultural and ethnic groups live in Bragtown?
- How do these different groups interact? Do they get along?

5. Services and Businesses

- What services or businesses do community members use?
Probe: What about transportation? What about health?
- What services are used by specific groups such as youth, women, elderly, poor, and minorities?
- What services or businesses are not being used?
Probe: Why do you think that is?
- What services or businesses are needed or wanted in Bragtown?

6. Service Providers

- How are service providers such as police and health care providers active in Bragtown?
- What activities do these service providers organize?

7. Community Assets

- What do you like about Bragtown?
- What are some organizations within your community that positively affect you or your community?
Probe: What about political groups, environmental groups, church groups?
- Who are the individuals within your community that you feel are positive leaders or role models?
Probe: Any others?

8. Decision-Making and Problem-Solving

- What challenges has Bragtown faced in the past?
- How did the community solve that challenge?
- Who is involved in solving problems in Bragtown?
- What ways do community members go about solving problems?

9. Problems and Needs within the Community

- What are some of the concerns of community members in Bragtown?
- What are the health concerns in Bragtown?
- What are some challenges, if any, faced by specific groups in Bragtown such as children, elderly, poor, or minorities?
- How do you feel about the services offered to you such as police, transportation, and health care?
- What activities or facilities would you like to see made available for your community?
- What would make it easier for you to live in Bragtown?
- Are there any other changes you want to see in Bragtown in the next five years?

Thank you for sharing your perspectives on Bragtown. Now we want to gather some information about your background, to make sure that we talk to people from all kinds of different groups and so that when we put all the responses together we can see if a particular group of people brings up any specific issues.

10. Demographic Information

- GENDER [SILENT CODE]
- What is your age?
- What is your ethnicity?
- What country were you born in?
- What other languages do you speak, if any?
Probe: Which language do you speak most often?
- Is the highest level of education you've completed: 8th grade or below, some high school, a high school diploma, some college, or a college degree?
Probe if applicable: What college degree have you earned?
- Is your yearly household income: under \$20,000; between \$20,000 and \$35,000; between \$35,000 and \$50,000; or over \$50,000?

We are planning a community forum to share the information we have gathered from all of our interviews with community members.

11. Community Forum

- Would you be interested in helping us plan the forum?
- Do you have any suggestions of where and when we should hold the forum?
- How can we publicize the forum?

12. Referrals

- Who else do you think we should talk with about Bragtown?
- Would you be willing to ask permission for us to contact them?
- Why do you think they would be helpful to speak with?
- What specific organizations or groups do you think we should talk to?
- Why do you think they would be helpful to speak with?

[GIVE PARTICIPANT REFERRAL FORM AND EXPLAIN.]

13. Additional Information

- Is there anything else you would like to share with us about Bragtown?
- Do you have any questions for us?

[TURN OFF TAPE RECORDER.]

14. Closing

- Thank you for your participation. Your opinions are really appreciated.
- So that we can send you an invitation to the Community Forum, we'd like you to fill out this mailing slip.
- You don't have to give us this information, but it will just be used to send you an invitation and will not be linked to the information gathered from this interview.

[GIVE MAILING SLIP TO PARTICIPANT.]

Appendix C-2

Service Provider Interview Guide

Thank you for giving us the opportunity to talk with you. Before we begin, I would like to go over some information to make sure you understand what we are doing. Here is a copy for you to follow along as I review the information.

[READ FROM FACT SHEET]

Do you agree to participate in this session? [GET VERBAL AGREEMENT]

Do you agree to have this session tape recorded? [GET VERBAL AGREEMENT]

Okay, let's begin. [TURN ON TAPE RECORDER]

1. Services

- What is your job title?
- What types of services does your organization provide to residents of Bragtown?
- What is your role in providing these services?
- How long have you been here?
- Why did you choose this job?
- Which groups of residents in Bragtown do you serve?
Probe: What about youth, elderly, women, minorities, poor?
- Are there any groups whom you feel could benefit from your services but do not take advantage of them?
- What are the criteria people must meet in order to be eligible for your services?
- What are the most popular services your agency provides to the residents of Bragtown?
- What services that your organization provides are underused?
- What services or businesses are needed or wanted in Bragtown?
- How do community members know about your services?
- What barriers does your agency encounter in trying to reach community residents?
Probe: What about geography, transportation, funding?

2. Physical Orientation to the Community

- What do you consider the boundaries or landmarks that define Bragtown?
- On this map, could you show me where you think the boundaries of Bragtown are?
- Has Bragtown always been defined by those boundaries?
- How would you assess the environmental conditions in Bragtown?
Probe: roads and traffic; housing; safety and hazards; air and water quality
- Do you live in Bragtown?
Probe if applicable: How long have you lived there?

3. Life in the Community

- What do people in Bragtown do for a living?
Probe: Where are the jobs?
- Is unemployment a problem in Bragtown?
- What do people do for recreation?
- What is the political climate like?
- What different cultural and ethnic groups live in Bragtown?
- How do these different groups interact? Do they get along?

4. Community Assets

- What are some of the strengths of Bragtown?
- What are some organizations in Bragtown that positively affect the community?
Probe: What about political groups, environmental groups, church groups?
- Who are the individuals in Bragtown who are positive leaders or role models?
Probe: Any others?

5. Problems and Needs

- What are some of the concerns of community members in Bragtown?
- What are the health concerns in Bragtown?
- What are some challenges, if any, faced by specific groups in Bragtown such as children, elderly, poor, or minorities?
- Which challenges or concerns do *you* feel are the most important for the community to address?

6. Problem solving and Decision-making

- Describe the interactions your agency has with other agencies in the community.
- Is the community involved in your agency's decision-making? If so, how?
- If you were going to try to solve some type of community problem, what would be the best way to get community members involved?
- If you were going to try to solve some type of community problem, whom would you try to involve to ensure success?

7. Community Forum

- As you may recall, we plan to conduct a forum this spring to share all of the information we've gathered with members of the community.
- Would you be interested in helping us plan the forum?
- Do you have any suggestions as to how to get people to attend?
Probe: What about the place, time, how to advertise?
- Who else do you think should help with the planning?

8. Referrals

- Who else do you think we should talk with about Bragtown?
- Would you be willing to ask permission for us to contact them?
- Why do you think they would be helpful to speak with?

[GIVE PARTICIPANT REFERRAL FORM AND EXPLAIN.]

9. Additional information

- Is there anything else you would like to share with us about Bragtown?
- Does your agency have any literature such as annual reports or funding applications that we can either look at or have copies of?
- Do you have any questions for us?

Thank you for sharing your perspectives on Bragtown. Now we want to gather some information about your background, to make sure that we talk to people from all kinds of different groups and so that when we put all the responses together we can see if a particular group of people brings up any specific issues.

10. Demographic Information

- GENDER [SILENT CODE]
- What is your age?
- What is your ethnicity?
- What country were you born in?
- What other languages do you speak, if any?
Probe: Which language do you speak most often?

[TURN OFF TAPE RECORDER.]

11. Closing

- Thank you for your participation. Your opinions are really appreciated.
- So that we can send you an invitation to the Community Forum, we'd like you to fill out this mailing slip.
- You don't have to give us this information, but it will just be used to send you an invitation and will not be linked to the information gathered from this interview.

[GIVE MAILING SLIP TO PARTICIPANT.]

Appendix C-3

Business Owner Interview Guide

Thank you for giving us the opportunity to talk with you. Before we begin, I would like to go over some information to make sure you understand what we are doing. Here is a copy for you to follow along as I review the information.

[READ FROM FACT SHEET]

Do you agree to participate in this session? [GET VERBAL AGREEMENT]

Do you agree to have this session tape recorded? [GET VERBAL AGREEMENT]

Okay, let's begin. [TURN ON TAPE RECORDER]

1. Services

- What is your job title?
- What types of services does your business provide to residents of Bragtown?
- What is your role in providing these services?
- How long have you been here?
- Why did you choose this job?
- Which groups of residents in Bragtown do you serve?
Probe: What about youth, elderly, women, minorities, poor?
- Are there any groups whom you feel could benefit from your business but do not take advantage of them?
- What are the criteria people must meet in order to be eligible for your services?
- What are the most popular services your business provides to the residents of Bragtown?
- What services that your business provides are underused?
- What services or businesses are needed or wanted in Bragtown?
- How do community members know about your services?
- What barriers does your business encounter in trying to reach community residents?
Probe: What about geography, transportation, funding?

2. Physical Orientation to the Community

- What do you consider the boundaries or landmarks that define Bragtown?
- On this map, could you show me where you think the boundaries of Bragtown are?
- Has Bragtown always been defined by those boundaries?
- How would you assess the environmental conditions in Bragtown?
Probe: roads and traffic; housing; safety and hazards; air and water quality
- Do you live in Bragtown?
Probe if applicable: How long have you lived there?

3. Life in the Community

- What do people in Bragtown do for a living?
Probe: Where are the jobs?
- Is unemployment a problem in Bragtown?
- What do people do for recreation?
- What is the political climate like?
- What different cultural and ethnic groups live in Bragtown?
- How do these different groups interact? Do they get along?

4. Community Assets

- What are some of the strengths of Bragtown?
- What are some organizations in Bragtown that positively affect the community?
Probe: What about political groups, environmental groups, church groups?
- Who are the individuals in Bragtown who are positive leaders or role models?
Probe: Any others?

5. Problems and Needs

- What are some of the concerns of community members in Bragtown?
- What are the health concerns in Bragtown?
- What are some challenges, if any, faced by specific groups in Bragtown such as children, elderly, poor, or minorities?
- Which challenges or concerns do *you* feel are the most important for the community to address?

6. Problem solving and Decision-making

- Describe the interactions your business has with other businesses in the community.
- Is the community involved in your business's decision-making? If so, how?
- If you were going to try to solve some type of community problem, what would be the best way to get community members involved?
- If you were going to try to solve some type of community problem, whom would you try to involve to ensure success?

7. Community Forum

- As you may recall, we plan to conduct a forum this spring to share all of the information we've gathered with members of the community.
- Would you be interested in helping us plan the forum?
- Do you have any suggestions as to how to get people to attend?
Probe: What about the place, time, how to advertise?
- Who else do you think should help with the planning?

8. Referrals

- Who else do you think we should talk with about Bragtown?
- Would you be willing to ask permission for us to contact them?
- Why do you think they would be helpful to speak with?

[GIVE PARTICIPANT REFERRAL FORM AND EXPLAIN.]

9. Additional information

- Is there anything else you would like to share with us about Bragtown?
- Do you have any questions for us?

Thank you for sharing your perspectives on Bragtown. Now we want to gather some information about your background, to make sure that we talk to people from all kinds of different groups and so that when we put all the responses together we can see if a particular group of people brings up any specific issues.

10. Demographic Information

- GENDER [SILENT CODE]
- What is your age?
- What is your ethnicity?
- What country were you born in?
- What other languages do you speak, if any?
Probe: Which language do you speak most often?

[TURN OFF TAPE RECORDER.]

11. Closing

- Thank you for your participation. Your opinions are really appreciated.
- So that we can send you an invitation to the Community Forum, we'd like you to fill out this mailing slip.
- You don't have to give us this information, but it will just be used to send you an invitation and will not be linked to the information gathered from this interview.

[GIVE MAILING SLIP TO PARTICIPANT.]

Appendix C-4

Focus Group Discussion Guide

Thank you for giving us the opportunity to talk with you. Before we begin, I would like to go over some information to make sure you understand what we are doing. Here is a copy for you to follow along as I review the information.

[READ FROM FACT SHEET]

Do you agree to participate in this session? [GET VERBAL AGREEMENT]

Do you agree to have this session tape recorded? [GET VERBAL AGREEMENT]

- Remember to speak in a voice at least as loud as mine.
- You may ask to have the tape recorder turned off at any time during the interview.

Okay, let's begin. [TURN ON TAPE RECORDER]

To ensure confidentiality, you must agree to not reveal anything you learn about other participants or share any statements made during this discussion outside of this focus group. Does everyone here agree to this statement? [GET VERBAL AGREEMENT]

Let's begin with introductions. We do not need to know your real name, but please share with us a name you would like to be called today, how long you have lived in Bragtown, and a hobby or occupation of yours.

First, we want to find out what you think about Bragtown.

1. Geography

- When you hear someone say Bragtown, what area do you think of?
Probe: Bragtown's physical area, not its reputation

2. Community Life

- How would you describe Bragtown to someone who has never been there?
- What services or businesses does Bragtown have? I mean things like schools, churches, housing, clubs and organizations, transportation, recreation, health care?
- How do different groups of people interact in Bragtown?
Probe: racial/ethnic groups, newcomers, age groups

3. Strengths and Assets

- What are the strong points or assets found in Bragtown?
- Are there any organizations that positively affect you or your community?
Probe: examples might be political, environmental, volunteer or church groups
- Are there individuals in Bragtown that you feel are positive leaders or role models?

4. Challenges

- What are the challenges faced by the Bragtown community?
- What would make it easier for you to live in Bragtown?
- What concerns do people living in Bragtown have?

Probe: are there any health concerns?

Probe: do different groups have specific concerns?

5. Changes in the Community

- How has Bragtown changed over the past five years?
- What do you think about these changes?
- What changes would you like to see in the future?
- What do you think will happen in the next five years?

We are planning a community forum to share the information we have gathered from all of our interviews with community members.

6. Community Forum

- What issues do you think would be valuable to discuss at a community meeting?
- Would you be interested in helping us plan the forum?
- Do you have any suggestions of where and when we should hold the forum?
- How can we publicize the forum?

7. Referrals

- Is there anybody we should call to let them know about the forum?

8. Additional Information

- Is there anything else you would like to share with us about Bragtown?
- Do you have any questions for us?

[TURN OFF TAPE RECORDER.]

9. Closing

- Thank you for your participation. Your insights are greatly appreciated.
- Would you like us to send you an invitation to the Community Forum? Could you please fill out this mailing slip? Your personal information will not be linked to the information gathered from this interview.

[GIVE MAILING SLIP TO PARTICIPANTS.]

Appendix D

Fact Sheets

The following fact sheets were used during interviews in Bragtown:

- **D-1: Community Member Fact Sheet**
- **D-2: Service Provider Fact Sheet**
Used for interview with both service providers and business owners.
- **D-3: Focus Group Fact Sheet**

These fact sheets were approved by the UNC School of Public Health Institutional Review Board.

Appendix D-1

Community Member Fact Sheet



Interview Fact Sheet for Bragtown Community Members

WHAT IS THE STUDY ABOUT?

You are invited to participate in this research study, which is a community assessment of the Bragtown community. The purpose of the study is to better understand the lives of the residents of Bragtown. You are being asked to participate because we want to gain your perspective on Bragtown's strengths and weaknesses.

My name is _____ and _____ is our note taker for today. We are both part of a 5 person team from the UNC School of Public Health that is conducting the study as part of our class requirement. If you have any questions, please contact Tara Rybka, Graduate Student Contact, or Eugenia Eng, Faculty Advisor, whose contact information is included at the end of this form.

WHAT WILL I BE ASKED TO DO?

You will be asked a series of questions. There are no wrong answers, just different opinions. We are looking for different points of view, so just say whatever is on your mind. If you don't feel comfortable answering a question or don't have an opinion, just let us know. We are interested in your perspective as a service provider/community member in Bragtown, so please keep that perspective in mind during the discussion.

We estimate that it will take 45 minutes to 1 hour of your time to complete the interview. Your participation in the interview will be one-time only.

During this discussion we are going to record what is said on paper. If you have no objections, we will also tape record the discussion to make sure we do not miss anything. Only our 5 group members will listen to the tape. Afterwards, the tape will be erased. You can ask for the recorder to be turned off at any time during the discussion. We ask that you talk in a voice at least as loud as mine.

WHAT ARE THE RISKS AND BENEFITS OF MY PARTICIPATION?

You are not likely to experience any risks by participating in this study. Although you may not experience any direct benefits, your participation may be beneficial to community improvement efforts. Your decision whether or not to participate in this study will not affect your relationship with UNC or any of its affiliations. Your decision whether or not to participate will not affect services provided to you.

ARE THERE ANY COSTS?

There will be no costs for participating except for your time.

WILL I BE PAID?

You will not be paid for your participation in this interview.

SUBJECT'S RIGHTS AND CONFIDENTIALITY:

If you agree to participate in this interview you have the right to withdraw your consent or stop your participation at any time without penalty. You have the right to refuse to answer particular questions. You may ask that the recording be stopped at any time.

To protect your privacy, your replies will remain anonymous. Your name will not be linked in any way with what you have said in this interview. The only people who have access to the data are the community assessment team and faculty advisor.

Identifying information such as your age, ethnicity, sex, and number of years residing in or working in Bragtown may be obtained throughout the interview. This information will only be used for summarizing data and will not be linked to any statement you have made.

The audiotapes will be stored in a secure file cabinet at the UNC School of Public Health. The tapes will be erased after data has been summarized.

SAMPLE QUESTIONS

For your information, below are sample questions from the interview:

- What do you like best about Bragtown?
- How has Bragtown changed in the last five years?
- What are some of the problems in Bragtown?

If you wish to withdraw from the study or have questions, contact:

Tara Rybka, Graduate Student Contact (919) 966-3919

Eugenia Eng, Faculty Advisor (919) 966-3909
UNC School of Public Health
307 Rosenau Hall, CB #7400
Chapel Hill, NC 27599-7400

This study has been reviewed and approved by the School of Public Health Institutional Review Board on Research Involving Human Subjects. If you have any questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact-anonymously, if you wish- the School of Public Health Institutional Review Board, University of North Carolina at Chapel Hill, CB #7400, Chapel Hill, NC 27599-7400, or by phone (919)966-3012. You may call collect.

AGREEMENT STATEMENTS:

If you complete the interview, then it is understood that you consent to all of the above points unless you state otherwise.

Appendix D-2

Service Provider Fact Sheet



Interview Fact Sheet for Bragtown Service Providers

WHAT IS THE STUDY ABOUT?

You are invited to participate in this research study, which is a community assessment of the Bragtown community. The purpose of the study is to better understand the lives of the residents of Bragtown. You are being asked to participate because we want to gain your perspective on Bragtown's strengths and weaknesses.

My name is _____ and _____ is our note taker for today. We are both part of a 5 person team from the UNC School of Public Health that is conducting the study as part of our class requirement. If you have any questions, please contact Tara Rybka, Graduate Student Contact, or Eugenia Eng, Faculty Advisor, whose contact information is included at the end of this form.

WHAT WILL I BE ASKED TO DO?

You will be asked a series of questions. There are no wrong answers, just different opinions. We are looking for different points of view, so just say whatever is on your mind. If you don't feel comfortable answering a question or don't have an opinion, just let us know. We are interested in your perspective as a service provider/community member in Bragtown, so please keep that perspective in mind during the discussion.

We estimate that it will take 45 minutes to 1 hour of your time to complete the interview. Your participation in the interview will be one-time only.

During this discussion we are going to record what is said on paper. If you have no objections, we will also tape record the discussion to make sure we do not miss anything. Only our 5 group members will listen to the tape. Afterwards, the tape will be erased. You can ask for the recorder to be turned off at any time during the discussion. We ask that you talk in a voice at least as loud as mine.

WHAT ARE THE RISKS AND BENEFITS OF MY PARTICIPATION?

You are not likely to experience any risks by participating in this study. Although you may not experience any direct benefits, your participation may be beneficial to community improvement efforts. Your decision whether or not to participate in this study will not affect your relationship with UNC or any of its affiliations. Your decision whether or not to participate will not affect your job.

ARE THERE ANY COSTS?

There will be no costs for participating except for your time.

WILL I BE PAID?

You will not be paid for your participation in this interview.

SUBJECT'S RIGHTS AND CONFIDENTIALITY:

If you agree to participate in this interview you have the right to withdraw your consent or stop your participation at any time without penalty. You have the right to refuse to answer particular questions. You may ask that the recording be stopped at any time.

To protect your privacy, your replies will remain anonymous. Your name will not be linked in any way with what you have said in this interview. The only people who have access to the data are the community assessment team and faculty advisor.

Identifying information such as your age, ethnicity, sex, and number of years residing in or working in Bragtown may be obtained throughout the interview. This information will only be used for summarizing data and will not be linked to any statement you have made.

The audiotapes will be stored in a secure file cabinet at the UNC School of Public Health. The tapes will be erased after data has been summarized.

Every effort will be taken to protect the identity of the participants in the study. However, there is no guarantee that the information cannot be obtained by legal process or court order. You will not be identified in any report or publication of this study or its results.

SAMPLE QUESTIONS

For your information, below are sample questions from the interview:

- What are some of the best things about Bragtown?
- What types of services does your organization provide to residents of Bragtown?
- What do you think are some of the greatest needs of people in Bragtown?

If you wish to withdraw from the study or have questions, contact:

Tara Rybka, Graduate Student Contact (919) 966-3919

Eugenia Eng, Faculty Advisor (919) 966-3909
UNC School of Public Health
307 Rosenau Hall, CB #7400
Chapel Hill, NC 27599-7400

This study has been reviewed and approved by the School of Public Health Institutional Review Board on Research Involving Human Subjects. If you have any questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact-anonymously, if you wish-the School of Public Health Institutional Review Board, University of North Carolina at Chapel Hill, CB #7400, Chapel Hill, NC 27599-7400, or by phone (919)966-3012. You may call collect.

AGREEMENT STATEMENTS:

If you complete the interview, then it is understood that you consent to all of the above points unless you state otherwise.

Appendix D-3

Focus Group Fact Sheet



Focus Group Fact Sheet for Bragtown Community Members

WHAT IS THE STUDY ABOUT?

You are invited to participate in this research study, which is a community assessment of the Bragtown community. The purpose of the study is to better understand the lives of the residents of Bragtown. You are being asked to participate because we want to gain your perspective on Bragtown's strengths and challenges.

My name is _____ and _____ is our note taker for today. We are both part of a 5 person team from the UNC School of Public Health that is conducting the study as part of our class requirement. If you have any questions about this study, please contact Tara Rybka, Graduate Student Contact, or Eugenia Eng, Faculty Advisor, whose contact information is included at the end of this form.

WHAT WILL I BE ASKED TO DO?

You will be asked to discuss your thoughts about a series of questions with other members of your community. There are no wrong answers, just different opinions. We are looking for different points of view, so just say whatever is on your mind. If you don't feel comfortable answering a question or don't have an opinion, just let us know. We are interested in your perspective as a service provider/community member in Bragtown, so please keep that perspective in mind during the discussion.

We estimate that it will take 90 minutes of your time to complete the focus group discussion. Your participation in the focus group will be one-time only.

During this discussion we are going to record what is said on paper. If you have no objections, we will also tape record the discussion to make sure we do not miss anything. Only our 5 group members will listen to the tape. Afterwards, the tape will be erased. You can ask for the recorder to be turned off at any time during the discussion. We ask that you talk in a voice at least as loud as mine.

WHAT ARE THE RISKS AND BENEFITS OF MY PARTICIPATION?

You are not likely to experience any risks by participating in this study. Although you may not experience any direct benefits, your participation may be beneficial to community improvement efforts. Your decision whether or not to participate in this study will not affect your relationship with UNC or any of its affiliations. Your decision whether or not to participate will not affect services provided to you.

ARE THERE ANY COSTS?

There will be no costs for participating except for your time.

WILL I BE PAID?

You will not be paid for your participation in this focus group.

SUBJECT'S RIGHTS AND CONFIDENTIALITY:

If you agree to participate in this focus group you have the right to withdraw your consent or stop your participation at any time without penalty. You have the right to refuse to answer particular questions. You may ask that the recording be stopped at any time.

To protect your privacy, your replies will remain anonymous. Your name will not be linked in any way with what you have said in this focus group. The only people who have access to the data are the community assessment team and faculty advisor.

Identifying information such as your age, ethnicity, sex, and number of years residing in or working in Bragtown may be obtained throughout the focus group discussion. This information will only be used for summarizing data and will not be linked to any statement you have made.

The audiotapes will be stored in a secure file cabinet at the UNC School of Public Health. The tapes will be erased after data has been summarized.

Every effort will be taken to protect the identity of the participants in the study. However, there is no guarantee that the information cannot be obtained by legal process or court order. You will not be identified in any report or publication of this study or its results.

In focus groups you do not need to reveal your name. You may use a fictitious name if you wish. You must agree not to repeat anything you learn about other subjects or other information you hear from group discussions.

SAMPLE QUESTIONS

For your information, below are sample questions from the focus group discussion:

- What are the strong points or assets found in Bragtown?
- How has Bragtown changed in the last five years?
- What are the problems or needs of Bragtown?

If you wish to withdraw from the study or have questions, contact:

Tara Rybka, Graduate Student Contact (919) 966-3919

Eugenia Eng, Faculty Advisor (919) 966-3909
UNC School of Public Health
307 Rosenau Hall, CB #7400
Chapel Hill, NC 27599-7400

This study has been reviewed and approved by the School of Public Health Institutional Review Board on Research Involving Human Subjects. If you have any questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact-anonymously, if you wish-the School of Public Health Institutional Review Board, University of North Carolina at Chapel Hill, CB #7400, Chapel Hill, NC 27599-7400, or by phone (919)966-3012. You may call collect.


AGREEMENT STATEMENTS:

If you complete the focus group discussion, then it is understood that you consent to all of the above points unless you state otherwise.

Appendix E

Institutional Review Board Approval Letter



TO: Tara Pierce Rybka
DEPARTMENT: Health Behavior and Health Education
ADDRESS: CB # 7440
DATE: 01/10/2003
FROM: 
Andrea K. Biddle, PhD, Deputy Chair
UNC School of Public Health Institutional Review Board

IRB NUMBER: 02-1827
APPROVAL PERIOD: 01/10/2003 through 01/09/2004
TITLE: Bragtown Community Diagnosis
SUBJECT: Expedited Protocol Approval Notice--New Protocol

Your research project has been reviewed under an expedited procedure because it involves only minimal risk to human subjects. This project is approved for human subjects research, and is valid through the expiration date above.

NOTE:

(1) This Committee complies with the requirements found in Part 56 of the 21 Code of Federal regulations and Part 46 of the 45 Code of Federal regulations. Assurance Number: M-1390, IRB No. IRB00000540.

(2) Re-review of this proposal is necessary if (a) any significant alterations or additions to the proposal are made, OR (b) you wish to continue research beyond the expiration date.

The University of North Carolina
at Chapel Hill
Campus Box 7400
Chapel Hill, NC 27599-7400
Phone: 919.966.7676

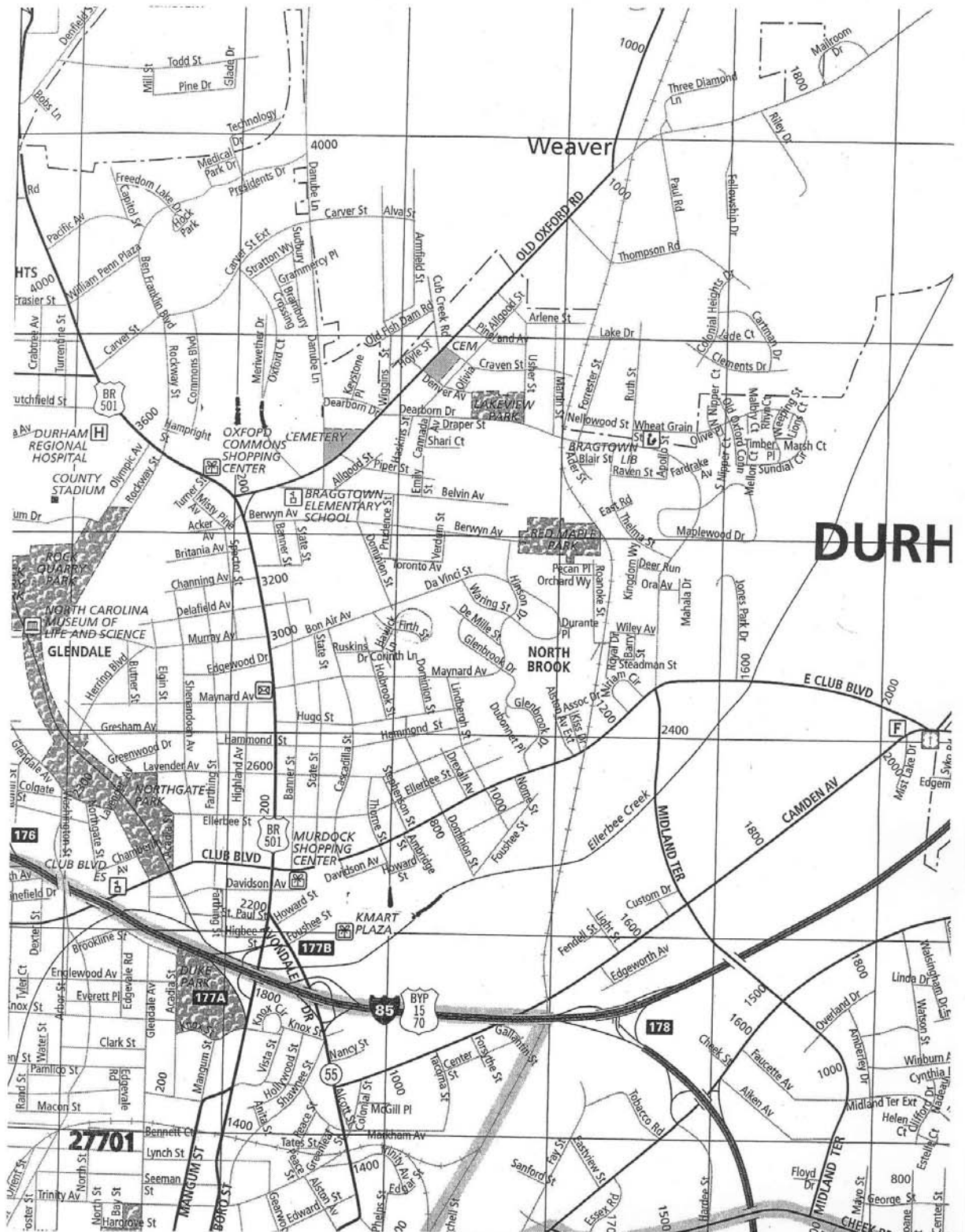
Appendix F

Other Interview Materials

The following materials (along with interview guides and fact sheets) were used during interviews with community members, service providers, and business owners:

- **F-1: Bragtown Area Map**
From a Rand-McNally Atlas owned by a team member; interviewees were asked to draw their perception of the boundaries of Bragtown on the map
- **F-2: Referral Form**
Given to interviewees as a resource to use when calling other people whom the interviewee thought would be good referrals for future interviews
- **F-3: Mailing Slip**
Filled out by interviewees at the end of each interview; used to gather mailing addresses for sending forum invitations and other materials
- **F-4: Debriefing Form**
Used by team members after each interview to review the events of the interview and make note of any important discoveries or new facts
- **F-5: Referral Tracking Sheet**
Used by team members to record phone conversations with potential interviewees or sources and note who had referred each individual.
- **F-6: Coding Guide**
Listing, definition and related subcodes for 21 codes used by the team to analyze interview data; 19 codes were generated from interview pretests and two were added during the interview process.

Appendix F-1 Braggtown Area Map



Appendix F-2 Referral Form

Bragtown Referral Form

Thank you for participating in an interview. We would like to interview other people who live or work in Bragtown. Below is a suggested script that you can use to contact people on our behalf. Please remember that this is not an agreement for them to be interviewed. They simply need to agree to be contacted before we can call them ourselves.

When you speak to someone who you think would be a good source for us to interview, you can say:

- I spoke with graduate students from UNC who are working in Bragtown for the next few months. They are interviewing people in the community to identify the strengths and needs of Bragtown.
- I thought you would be an informative person to interview and would like to give them your name.
- They will be sharing the information that they collect in a community forum, but your name and identity will be kept completely confidential.
- Can I give them your name and contact information so that they can contact you?

If they agree to be contacted, please put the names and contact information of each person in the table below.

Thank you for your collaboration!

Name	Service Provider or Community Member?	Organization	Contact Information

Appendix F-3
Mailing Slip

Bragtown Community Forum Invitation List

Name: _____

Title: (Ms., Mrs., Mr., Dr.) _____

Address: _____

Bragtown Community Forum Invitation List

Name: _____

Title: (Ms., Mrs., Mr., Dr.) _____

Address: _____

Bragtown Community Forum Invitation List

Name: _____

Title: (Ms., Mrs., Mr., Dr.) _____

Address: _____

Bragtown Community Forum Invitation List

Name: _____

Title: (Ms., Mrs., Mr., Dr.) _____

Address: _____

Appendix F-4 Debriefing Form

Interview/Focus Group Debriefing Form

Date: _____ Location: _____
Length of interview: _____ Group that informant belongs to / represents: _____
Interviewer: _____
Note taker: _____

*Did anything happen before the interview that affected the start time? _____

*Was the interview affected by the physical environment of the meeting space, distractions, interruptions, time being cut short? _____

*Were there any questions in the guide that the informants had trouble answering (difficult to understand or irrelevant)? _____

*Were any important topics not covered? Why not? _____

*What topics could be followed up, and with whom? _____

*What general themes were raised during the interview? _____

Other comments: _____

Appendix F-5 Referral Tracking Sheet

Referral Tracking Sheet

Team Member: _____

Contact: _____

Phone #: _____

Referral: _____

Follow-up (Did contact call referral, etc.)

Date	Notes from conversation
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Appendix F-6

Interview Coding Guide

Bragtown Interview Coding Guide

Code	Definition	Subcodes
Boundaries	Geographic landmarks or streets that delineate Bragtown	
Cohesion	Sense of community, whether residents feel connected	
Community Organizations	NGOs, coalitions, other private community groups	
Crime		Drugs
Economy		Jobs
Education		
Elderly		
Family		
Forum		Location Time
Growth	Includes change in both positive and negative directions	
Health	Either health concerns or health services	Access to care
Housing		
Minorities		Race Relations Hispanic African American
Police	Includes police presence in area, and outreach activities	
Politics		
Public services	Government or other	Utilities Social Services
Recreation		
Transportation		Traffic Roads Bus
Youth		
Leadership*		
Perceptions*		

*codes added to list

Appendix G

Secondary Data Sources

Description and Explanation of Documents Reviewed

The student team used secondary data primarily to provide a broad view of the demographics, physical environment, history and services available to the residents of Bragtown as well as to service providers who might target the Bragtown community. The team did not plan to use these data as the chief means of informing the AOCD process. We recognize that the availability of such data for such a specific community will be neither complete nor exhaustive.

However, secondary data played a role in informing the development of our interview guides, such as asking about the geographic boundaries of the Bragtown area. Secondary data was useful in guiding our selection of informants to represent the current demographics of the area. This information also helped us gain insight into the limited view service providers have of the Bragtown area, should they seek out specific data. We planned to contrast this information with our findings from analysis of the primary data.

Secondary data sources were identified and located through the following:

- Recommendations by our preceptor;
- References to secondary data sources used by past AOCD documents;
- Internet and library searches for “Bragtown” and “Braggtown”;
- Sources named in early interviews;
- Service provider documents, such as grant proposals and annual reports; and
- Community organization literature and documents.

The team will use secondary data that is specific to Bragtown except in the following cases:

- When it is evident that service providers are using more general data to inform their decisions regarding provision of services and policy;
- When primary data gathered from interviews indicated that Bragtown does not differ from the City of Durham or Durham County.

Secondary Data Sources

The following sources of secondary data were retained by the student team:

Cartography and Geography

- Durham Spatial Data Explorer. City of Durham Website.
- Zoning Atlas 0832. City of Durham Website.
- Durham maps: emergency services, fire stations, law enforcement, environmental management, government offices, social services, libraries, schools, other. City of Durham Website.
- General Map of Durham. U.S. Census Bureau.
- Aerial view of Bragtown. U.S. Geological Survey.
- Rand McNally 2002/03 Raleigh/Durham Streetfinder Atlas.
- North Durham Plan. City of Durham Website.

Demographics

- General Demographic Characteristics: 2000. U.S. Census Bureau.
- General Demographic Characteristics: 1990. U.S. Census Bureau.
- General Housing Characteristics: 2000. U.S. Census Bureau.

- General Housing Characteristics: 1990. U.S. Census Bureau.
- Race, Hispanic, Latino, and Age: 2000. U.S. Census Bureau.
- Race, Hispanic, Latino, and Age: 1990. U.S. Census Bureau.
- Thematic Maps: Durham. U.S. Census Bureau.
- “The Sihks: Their Beliefs and Practices.” The Sikh Gurdwara of North Carolina.
- *Nishaan*. Sikh Gurdwara of NC monthly newsletter. January 2003.
- “Bienvenido Bragtown.” *Independent Weekly*.
- *The Durham Skywriter* (African American publication)
- *La Conexión* and *Que Pasa* (Hispanic publications)

Economy, Growth and Housing

- *North Durham Plan*. City of Durham Website.
- *Neighborhood Association Directory*. Durham City/County Planning Department.
- General Demographic Characteristics: 2000. U.S. Census Bureau.
- General Demographic Characteristics: 1990. U.S. Census Bureau.
- General Housing Characteristics: 2000. U.S. Census Bureau.
- General Housing Characteristics: 1990. U.S. Census Bureau.
- Race, Hispanic, Latino, and Age: 2000. U.S. Census Bureau.
- Race, Hispanic, Latino, and Age: 1990. U.S. Census Bureau.
- Thematic Maps: Durham. U.S. Census Bureau.
- Realty listing for 808 Ellerbee St. Anne Kern Carpenter, Coldwell Banker, Howard, Perry and Waltson.
- Realty listing for 2308 Sundial Circle. Porter Service Realty.
- Realty listing for 618 Bon Air Ave. Lucas Realty.

- Realty listing for 2718 Roxboro Rd. Fonville Morrissey.
- “Bienvenido Bragtown.” *Independent Weekly*.

Education

- “Durham School Tract Set to go on the Block.” *News and Observer*.
- Lakeview School. Durham County Schools Website.
- Magnet Programs. Durham County Schools Website.

Health

- Leading Causes of Death 1999-2000. Durham County Website.
- Total Resident Pregnancies 2000. Durham County Website.
- NC Children’s Index 2002. North Carolina Child Advocacy Institute.
- Durham County Health Data. Durham Regional Hospital.

History

- *Durham County History*. Durham County Website.
- “Bragtown Branch.” Durham County Library Website.
- The Evolution of the Bragtown Branch. Durham Public Library.
- Durham Historic Photographic Archives. Durham County Library Website.
- “History of Bragtown Baptist Church.” Durham Public Library.
- *The Story of Durham: City of the New South*. Durham County Library.
- *Serving the African American Population in Durham County, North Carolina: A History of the Bragtown Branch Library*. Durham County Library.

Police and Crime

- *Crime Statistics, 2000-2002: Bragtown Incidents*. Durham Police Department.

- *Crime Statistics, 2000-2002: Bragtown Calls for Service.* Durham Police Department.
- Durham Attempted Rapes and Rapes 1999-2001. WRAL Website.
- Bragtown Burglaries 1999. WRAL Website.
- Durham Bragtown Burglaries 2001. WRAL Website.
- Durham “crime” section. AOCD document on Durham County.

Politics

- Durham City Council Wards. City of Durham Website
- 2003 State of City Address. City of Durham Website.

Public Services

- List and Maps of Durham Governmental Services. City of Durham Website
- Durham Community Sports News. Durham County Parks and Recreation.
- “We Do More Than Fight Fires” Durham County Fire Department.
- Run Totals 2002. Durham Fire Department

Transportation

- DATA Route Maps and Fare Rates. Durham Area Transit Authority Website.

Appendix H

Community Forum Materials

The following materials were used to plan, publicize, and conduct the community forum:

- **Solicitation Letter**
Taken to local businesses by members of UNC team and community members to solicit donations for the forum
- **Press Release**
Submitted to The Durham Herald-Sun but not printed; text ran in two donated ads
- **Invitation**
Printed four to a page, mailed to all interviewees, resource persons contacted for secondary information, and relevant city government officials
- **Flyer—English language**
150 full-size copies and 300 half-size copies distributed in the Bragtown area
- **Flyer—Spanish language**
100 full-size copies and 100 half-size copies distributed in the Bragtown area
- **Newspaper advertisement**
Created by The Herald Sun from the press release and flyers
Space for ads donated by The Herald-Sun, ran one week prior and five days prior
- **Forum agenda packet**
Booklets distributed to forum participants, containing agenda and other materials
Four pages front and back, folded in half and stapled (5 ½ by 8 ½ finished size)
- **Theme Handout**
Also distributed to forum participants, containing findings for all codes and interviewee demographic information
- **Evaluation Form**
Distributed inside the packet, collected at the end of the forum to gather participant feedback about each event
- **Interest Form**
Distributed inside the packet (printed on half-sheets of paper), collected at the end of the forum as opportunity for participants to request further contact from planning committee members



March 25, 2003

Dear Friend,

On April 13, 2003, the Bragtown community will be holding a forum. This meeting is hosted by members of the Bragtown community and students in the School of Public Health at the University of North Carolina at Chapel Hill.

We are currently soliciting donations to help make the forum a success. In the past, donations have been made in the form of money, food, gift certificates and other items to be given as door prizes. The donated items will be used for sole purposes of planning and conducting the community forum.

We would greatly appreciate any donations you can make. Individuals and businesses who donate items will receive public recognition for their generosity at the forum. We will also furnish you with a letter thanking you for your donation, which will also serve as your receipt for tax purposes. Without your support, we would not be able to make the forum a success.

I will be contacting you to discuss the forum in more detail. If you would like to get in touch with me before then, please feel free to call me at _____.

Sincerely,

Our wish list includes:

- Food from local restaurants to be served at the forum
- Items to be given as door prizes, such as:
 - \$10 and \$25 gift certificates to local restaurants
 - Buy-one-get-one-free certificates to local businesses
 - Sports equipment of all kinds
 - Any other goods and services
- Cash donation of \$120 to pay site fee for the forum location
- Cash donation of \$40 to pay for flyers and promotional materials

Bragtown Community Forum

NEWS RELEASE
Mar. 26, 2003

Contact: Tara Pierce Rybka
(919) 967-8192
tmpierce@email.unc.edu

FOR IMMEDIATE RELEASE

DURHAM—Residents, business owners and everyone else with an interest in the Bragtown area are invited to attend a community event on Sunday, Apr. 13, at the Museum of Life and Science on West Murray Avenue. Community members can meet each other and enjoy free food beginning at 1:30 p.m. The meeting and discussion will begin at 2 p.m.

The meeting is hosted by members of the Bragtown community and a team of students from UNC's School of Public Health. For the past four months, five students from UNC's School of Public Health have been interviewing Bragtown residents, talking to owners of area businesses and meeting with government employees to learn more about the Bragtown area. Community members who attend the forum will be able to find out what the student team saw and heard, and can discussed themes identified from the interviews and the impact on their lives.

Members of the Bragtown community have been meeting with the student team to plan the meeting since early March. The event will feature food prepared by local restaurants in the Bragtown area, as well as door prizes donated by local merchants. Transportation can be arranged with advance notice and child care will be available during the forum.

For more information, contact community member Tina Reigel at (919) 220-2055 or leave a message for the UNC student team at (919) 966-3919. Details are also available on the forum web site at <<http://www.unc.edu/~tmpierce/Bragtown>>.

--END--

Bragtown Community Event

Sunday, April 13th 1:30-4pm

**Creekside Conference Building
across from the Museum of Life and Science**



Meet others in your neighborhood,
discuss community issues,
enjoy free food from local restaurants
and win a free massage or gift certificate!

BRAGTOWN COMMUNITY EVENT



Sunday, April 13th 1:30-4pm
Creekside Conference Building across from
the Museum of Life and Science

Meet others in your neighborhood,
discuss community issues,
enjoy free food from local restaurants
and win a free massage or gift certificate!

For more info, contact mkanders@email.unc.edu or call 919-966-3919

BRAGTOWN

REUNION DE LA VECINDAD



Domingo, 13 de Abril, 1:30-4pm
Edificio de Conferencias Creekside
frente al Museo de Life and Science

Conversemos entre vecinos/as sobre
asuntos de nuestro barrio.
Tendremos comida gratis así como un masaje o
certificados de regalos!

Informes contactar a Rev. Rosanna Panizo (919) 317-8700

For the past four months, five students from UNC's School of Public Health have been interviewing Bragtown residents, talking to owners of area businesses and meeting with government employees to learn more about the Bragtown area. Now community members will be able to find out what the student team saw and heard.

Residents, business owners and everyone else with an interest in the Bragtown area are invited to attend a community forum on Sunday, April 13, at the Museum of Life and Science on West Murray Avenue. This meeting, hosted by members of the Bragtown community and the UNC students, is meant to bring community members together to discuss themes identified from the research. Community members can meet each other and enjoy free food beginning at 1:30 p.m. The meeting and discussion will begin at 2 p.m.

Members of the Bragtown community have been meeting with the student team in Lamb's Coffee Shop on Roxboro Road to plan the forum since early March. Community members who attend the forum will hear the results of this research and will discuss the impact of the themes on their lives.

The forum will feature food prepared by local independently owned restaurants in the Bragtown area, as well as door prizes donated by local merchants. Transportation can be arranged with advance notice, and child care will be available during the forum.

For more information, contact community member Tina Reigel at (919) 220-2055 or leave a message for the UNC student team at (919) 966-3919.

Details are also available on the forum web site at <http://www.unc.edu/~tmpierce/Bragtown>.

BRAGTOWN COMMUNITY EVENT SUNDAY, APRIL 13 1:30 PM - 4:00 PM

Creekside Conference Building
across from the Museum of Life and Science

- Meet others in your neighborhood
- Discuss community issues
- Enjoy FREE FOOD from local restaurants
- WIN a FREE MASSAGE or gift certificate

For more information,
contact

mkanders@email.unc.edu

or call
919-966-3919



We wish to thank the following sponsors
for their generous contributions to the
Bragtown Community Event:

Edison Johnson Recreation Center
600 West Murray Avenue

Anthony Gale Photography

The Durham Herald-Sun

King's Red & White Super Market
305 East Club Boulevard

La Casita Amarilla
2840 North Roxboro Road

Pizza Village
2105 Avondale Drive

Subway
Oxford Commons Shopping Plaza

Willie's Records, Tapes & CD's
Oxford Commons Shopping Plaza

Winn-Dixie
Murdock Shopping Plaza

Welcome! Bienvenida!



Bragtown Community Event

Your hosts for this afternoon's events are:

**Members of the
Bragtown Neighbors Planning Committee**

Wakilah Augustus
Tony Gale
Rosanna Panizo
Tina Reigel
Willa Robinson

Members of the UNC Student Team

Meredith Anderson
Lisa DiMartino
Marisa Guptarak
Erin Rothney
Tara Rybka

For further information, please contact:
(Para mayors informes favor de contactar:)
Tina Reigel at 220-2055 or reigelt@aol.com
Rosanna Panizo at 317-8700 or kantutuna@yahoo.com

AGENDA
BRAGTOWN COMMUNITY EVENT
Creekside Conference Building
Sunday, April 13, 2003
1:30-4:00 pm

- I. **Welcome and Introductions**
(Bienvenida y presentaciones)
- II. **Information gathered from interviews and
community perspectives**
(Presentación de Temas)
- III. **Small group break out sessions**
(Discusión en Grupos Pequeños):
 - **Community Cohesion (Cohesión)**
 - **Desire for Beautification (Embellecimiento)**
 - **Growth of Hispanic Population (Presencia Hispana)**
 - **Opportunities for Youth Development (Juventud)**
- IV. **Large group discussion**
(Discusión en Planeamiento Grupo Grande/Plenario)
- V. **PRIZES! and Evaluations**
(Premios y Evaluacion)

Community Cohesion

Many community members and service providers had varying perspectives on their sense of community in Bragtown. It was difficult for people to identify individual leaders within the community.

- Sense of uncertainty and vagueness about boundaries.
- People feel connected to immediate neighborhood, not to entire community of Bragtown.
- Some people expressed desire for cohesion, others said they like independence.
- No central location or meeting place.
- Perception of little ownership of the community, especially by newer residents and renters.
- Past history of community members working together for success.

Quotes from the theme of Community Cohesion:

"My house, my space, no one bothers me, and I don't bother them. No nosy neighbors. We all keep to ourselves."

"Don't think that the segregation itself is due to non-acceptance, but more that people stay with what they're used to. 'Birds of a feather flock together.' People see the flock and they are comfortable where they are, so they stay there."

"During the ice storm when all the power was out, I saw a lot of people helping [one another]... helping them clean their yard up... People making food for people across the street—people that they don't normally speak to...When the need was there they were all there."

When asked "what do you like about Bragtown," the response was, "I don't think of it that way. I think of what I like about my little neighborhood. When things change a little farther out, I notice it but it doesn't bother me."

"A community that has togetherness...they come together... I've seen that. This community will come together when certain issues arise."

Desire for Beautification

While most people agree that Bragtown is a nice place to live, the desire for beautification came up frequently in reference to the appearance of some businesses, homes, and roads.

- There are a variety of homes, most are nice, but problem with clutter in some resident's yards.
- Many roads are not paved well and do not have sidewalks.
- Abandoned businesses and houses can affect the perceptions of a neighborhood.
- Beautification helps to improve the neighborhood and creates ownership.

Quotes from the theme of Desire for Beautification:

"Some people can afford to move to a really nice, beautiful home and wonderful neighborhoods. But it's not like that for me or for a lot of people. We have to realize we have to make the neighborhood what we want it to be...with care...it catches on."

"There've been some improvements since I moved in on the properties ... back then it was bad. It was a lot of people hanging out, I see it's being rebuilt, revitalizing in the area there more."

"[Like to see] sidewalks...I'm from a small town where everywhere you went, there was sidewalks. Makes the neighborhood look good."

"... I want my little area to get some work done, so my house looks as good as some of the other houses. . Beautification improves the neighborhood."

Opportunities for Youth Development

The interviews identified a need for more opportunities to encourage youth to develop their talents, which would also double as a means to keeping them involved in positive activities and away from situations in which they might get into trouble.

- Perception that activities are needed to keep children out of trouble.
- Need for recreation center or park for kids.
- Churches provide activities for youth near Roxboro Road, but some services are underused.
- There are few recreation activities for children who live along Old Oxford Road other than the Achievement Center at Oxford Manor.

Quotes from the theme of Opportunities for Youth Development:

"The city never sponsored youth, Durham athletics association, always left it to private-sponsored instead. Can't keep the kids off the streets. They don't have a recreation area."

"We have a child in our school who does poetry, was nominated on poetry.com...to be poem of the year, so that tells you. We have ... students come out of public housing, student senate legislators. They are very intelligent, but they need that reassurance."

"I've noticed the guys will get a bunch of children together and they'll take them out to play ball. One thing that I've noticed in my neighborhood is that a lot of children will tend to roam on their own - which is not good."

"We have some great kids programs that we've tried to make neighborhood people aware of and they're underused. They teach kids great values, kids have a lot of fun, it's a safe environment, fun environment."

Growth of Hispanic Population

The most noted change in Bragtown in the past five years has been the growth of the Hispanic population. While Hispanic businesses have revitalized the area, there seems to be a lack of interaction between the Hispanic community and other Bragtown residents.

- Increased number of Hispanics moving into Bragtown.
- Growth of Hispanic businesses.
- Some problems with access to health care for Hispanics (language barrier).
- Few resources specifically aimed at Hispanics.
- Lack of interaction between Hispanic community and other Bragtown residents.

Quotes from the theme of Growth of Hispanic Population:

"I'd like to see us do or someone do English as a Second Language classes. Maybe there is that, but I just don't know about it."

"There's nothing in the area that, I don't want to say forces, but lets Hispanics, blacks, whites hang out together. Tend to do own things in separate areas."

"City hall is making headway; the mayor has a program for bringing in bilingual employees."

"The changes are good because I think you need to know something about all races and all people, rather than just looking at them from a distance."

"My neighbors had some trouble - they were Spanish - with a white male. Some people just can't tolerate diversity, that's all I can come up with. [They were] always polite and nice to me - I just know there was some trouble and it was resolved."

"I think this is a healthy neighborhood. It's normal for a healthy neighborhood to have lots of diversity and lots of change."

Las citas para la tema de Cohesión:

"Mi casa, mi espacio, nadie me molesta, y yo no los molesto. No tengo vecinos bulliciosos. Cada uno está en lo suyo."

"No pienso que la segregación en si misma sea resultado de no-aceptación, sino que la gente permanece con lo que conocen. 'Las plumas de un pájaro permanecen juntas.' La gente ve al grupo y se sienten confortables donde ellos están, entonces se quedan ahí."

"Durante la tormenta de hielo cuando no había electricidad, vi a mucha gente ayudándose unos a otros..limpiando su jaridín...Gente haciendo comida para la vecina del frente—gente con la que normalmente conversaban...Cuando la necesidad estuvo allí todos estaban ahí también."

A la pregunta " qué le gusta de Bragtown", la respuesta fue, "No pienso en el pueblo en esos términos. Pienso qué me gusta del barrio que me rodea. Cuando las cosas cambian demasiado, me doy cuenta pero no me molesta."

" Una comunidad que se mantiene junta...ellos se unen...he visto eso. Esta comunidad se unirá cuando ciertos asuntos surgen."

Las citas para la tema de Embelllecimiento:

"Algunas personas tienen los medios para realmente mudarse a lindas casasy vecindarios maravillosos. Pero no es así para mi ni para mucha gente. Tenemos que darnos cuenta que nosotros mismos tenemos que hacer del vecindario como nosotros queremos...con cuidado."

"Ha habido algunas mejoras desde que me mudé a esta popiedad...antes estaba mal. Había mucha gente merodeando, veo que ha sido reconstruído, ha habido una revitalización del área".

"[Me gustaría ver] veredas...yo vengo de un pueblo pequeño que dónde fuera había veredas. Esto hace que la vecindad se vea mejor."

"...[Yo] deseo que en mi área pequeña se realice alguna mejora, para que así mi casa se viera tan bien como las otras casas...El embellecimiento mejora la vecindad."

Las citas para la tema de Presencia Hispana:

"Me gustaría ver que nosotros hagamos o alguien más clases de Inglés como segundo idioma. Quizá ya se está ofreciendo pero no conozco."

"No hay nada el área, no quiero decir que los fuerze, digamos Hispanos, negros, blancos a que hagan cosas juntos. Tendemos a hacer lo nuestro por separado."

"El municipio ha marcado la iniciativa; el alcalde tiene un programa para contratar a empleados bilingües."

"Mis vecinos tenían algún problema—ellos era Hispanos—con un hombre blanco. Algunas personas no toleran la diversidad, eso es todo lo que pienso. [Ellos eran] siempre amables y buenos conmigo—yo sólo se que tenían algún problema que fue resuelto."

"Creo que es un vecindario saludable. Es normal en un vecindario saludable que haya mucha diversidad y mucho cambio."

Las citas para la tema de Juventud:

"La ciudad nunca apoya a la juventud, la asociación atlética de Durham siempre le deja eso a empresas privadas. No se puede sacar a los niños de la calle. No tienen áreas de recreación."

"Tenemos un hijo en la escuela que escribe poesía, fue nominado en poetry.com...para ser el poema del año, eso indica algo. Tenemos...estudiantes que provienen de viviendas públicas, de legislaturas del senado de estudiantes. Ellos son muy inteligentes, pero ellos necesitan esa confianza."

"He notado que los hombres reúnen a muchos niños y se los llevan a jugar pelota. Una de las cosas que he notado en mi vecindario es que muchos niños vagan (solos, sin supervisión)—lo que no es bueno."

"Tenemos buenos programas para niños y hemos intentado que los vecinos se enteren de eso, pero no se utilizan. Estos programas enseñan valores, los niños se divierten mucho en un ambiente seguro, en un ambiente divertido."



Themes from Bragtown Community Interviews

Identified themes include those in the following categories:

Boundaries:

- Sense of uncertainty and vagueness about boundaries.
- Where people live determines where they consider the boundaries to be.
- Generally, from I-85 or Club Boulevard to Oxford Commons, with some extending farther north beyond Durham Regional; east and west boundaries varied widely.

Cohesion:

- People feel connected to immediate neighborhood, not to entire community of Bragtown.
- Some people expressed desire for cohesion, others said they like independence.
- No central location or meeting place.
- Perception of little ownership of the community, especially by newer residents and renters.
- Past history of community members working together for success.

Community Organizations:

- Desire for a community organization just for Bragtown.
- Religion and local churches play a big role.
- Stores and shopping in the area are good.
- There are some resources for various needs, but none are aimed specifically at Bragtown.

Crime:

- Range from perception of Bragtown as very safe to perception that crime is a big problem.
- Used to be worse; is better now but is not completely fixed.
- Idea that the perception of crime may be worse than the reality.

Economy:

- Increase in number of bigger commercial businesses (e.g. Wal-Mart, Lowe's).
- Fewer small "mom and pop" businesses, while more Hispanic small businesses.
- Much diversity in jobs of community members (some blue-collar, some professional).
- Many retirees in area.

Education:

- Sense of being discriminated against, that teachers don't care as much about minority kids or kids from housing projects, that those kids can't do as well as others.
- Oxford Manor Achievement School as educational resource for kids in that neighborhood.
- Generally not enough resources for Hispanics, but some schools are trying.
- Expressed desire for ESL program as resource for Hispanics.

Elderly:

- Many elderly live in the area.
- Elderly seen as wanting to maintain independence.
- Resources are available to elderly, especially at churches, but there are some problems with access to services (transportation, awareness).

Family:

- People see families in Bragtown as something positive:
- Some people have families that live nearby, some people consider neighbors to be family.
- Families were mostly mentioned in the context of recreational activities.

Growth:

- Perception of Bragtown as a “starter” neighborhood.
- Increasing number of rental properties and transient people.
- Older population dying or moving out; more young people moving in.
- Increasing Hispanic population.

Health:

- Not many health concerns expressed until specifically asked.
- Services are close and good (Durham Regional, Lincoln Community Health Center, Duke).
- Need for dental services and low-income walk-in clinic (Oxford Manor used to have one).
- Problems with access for people without insurance and language barrier for Hispanics.

Housing:

- Very eclectic, many older homes, more affordable than in other communities.
- Variety of houses for sale, houses for rent, abandoned houses.
- Basically nice, but some problems with trash and junk in people’s yards.
- Perception that renters don’t have much interest in their homes or community.

Leadership:

- When asked about leadership in Bragtown, most responses were “I don’t know”
- References to many different churches, to the Residents’ Council at Oxford Manor.
- References to small groups of people (neighborhoods or streets) starting or signing petitions.

Minorities:

- General feeling that racial tensions are the “same as rest of Durham.”
- Desire of people to stay in their own groups.
- Increased number of Hispanics moving into Bragtown and growing number of Hispanic businesses.
- Need for Spanish-language services, including ESL classes and translation.

Perceptions:

- Many negative perceptions about Bragtown, that it’s less desirable than other areas, especially concerning low-income housing and influx of young people.
- Also many who said it’s a nice little neighborhood or nice place to live.
- Perception that fewer homeowners than in past and that renters don’t take care of homes.

Police:

- Police are not seen patrolling off Roxboro; they do patrol around Oxford Manor.
- Police have helped clean up the area.
- Police are responsive when they are called or asked to do something.

Politics:

- Non-existent in Bragtown, low interest in political matters.
- Generally liberal to moderate views.
- Some political activity in Oxford Manor.

Public Services:

- Need for knowledge about services.
- General satisfaction with services offered.
- Perception that Bragtown area is discriminated against by utilities.

Recreation:

- Watching television named as form of recreation, especially for youth and elderly.
- Local places to go: Northgate Park, Edison Johnson, Museum of Life and Science, Northgate Mall, churches; some people didn't know about parks that exist.
- Closing of the movie theater mentioned by many as a loss.
- Expressed need for recreation center or park for kids.

Transportation:

- Traffic mentioned often as a problem.
- Not safe to cross Roxboro Road.
- No sidewalks.
- Road conditions bad on secondary streets.
- Confusing/inconvenient bus system, but no transfers necessary to travel to Oxford Commons and hospital area.

Youth:

- Expressed need for recreation and enrichment activities for youth.
- Perception that activities are needed to keep children out of trouble.
- There are few recreation activities for children who live along Old Oxford Road other than the Achievement Center at Oxford Manor.
- Churches provide activities for youth near Roxboro Road, but some programs are underused.

Demographics of the Interviewees:

25 interviews and 1 focus group conducted:

- 16 community members, 13 service providers/business owners.
- 12 Caucasians, 12 African-Americans, 3 Hispanics.
- 16 females, 14 males.
- Ages from 24 to 86.

Bragtown Community Event Evaluation Form ***(Encuentro De La Vecindad Evaluacion)***

Please take a moment to fill out this evaluation so that we can improve upon future meetings. The scale is ranked 1 through 5 with 1 representing "strongly disagree" and 5 representing "strongly agree." Your comments will help us understand your rankings.

(Favor de tomar un momento para contestar esta evaluación para que podamos mejorar en nuestras reuniones futuras. La escala va de 1 al 5. 1 representa "gran desacuerdo" y 5 representa "fuerte acuerdo". Sus comentarios nos ayudarán a entender la escala de sus respuestas.)

Presentation of themes *(Presentación de Temas)*

This section was informative *(Esta sección fue informativa):*

1	2	3	4	5
Strongly Disagree <i>(Gran desacuerdo)</i>				Strongly Agree <i>(Fuerte acuerdo)</i>

Comments *(Comentarios):*

Small Group Discussion *(Discusión en Grupos Pequeños)*

The small group discussion was informative *(La discusión en grupos pequeños fue informativa):*

1	2	3	4	5
Strongly Disagree <i>(Gran desacuerdo)</i>				Strongly Agree <i>(Fuerte acuerdo)</i>

Comments *(Comentarios):*

Large group Discussion and Planning (*Discusión y Planeamiento en Grupo Grande/Plenario*)

This discussion was helpful (*La discusión fue de ayuda*):

1	2	3	4	5
Strongly Disagree (<i>Gran desacuerdo</i>)				Strongly Agree (<i>Fuerte acuerdo</i>)

Comments (*Comentarios*):

4. Recommendations for Improvement (*Recomendaciones para Mejorar Futuras Reuniones*)

Comments (*Comentarios*):

5. Other comments (*Otros comentarios*):

Bragtown Community Interest Form (Forma de Intereses)

* Please make sure you sign in at the registration table
in order to be contacted in the future. *
(Favor de firmar el registro de asistencia para contactarle en el futuro.)

Name (Nombre):

I would like to get involved with the following issues:

Please check all that apply. (Me gustaria participar en los siguientes asuntos. Favor de marcar todos los que correspondan.)

___ Community Cohesion (Cohesión)

___ Desire for Beautification (Embelllecimiento)

___ Growth of Hispanic Population (Presencia Hispana)

___ Opportunities for Youth Development (Juventud)

___ Other — write in:

Any ideas for future events?

*Thank you very much!
!Gracias!*

Summary of Evaluation Responses

18 people attended and signed in (including planning committee, not UNC visitors)
10 returned evaluations

Presentation of themes

This section was informative:

Scale:	1	2	3	4	5	No Response
	Strongly Disagree				Strongly Agree	

Responses:	0	0	1	3	6	0
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Comments:

- Large group very helpful.
- Could have used more time to discuss. Information was very insightful but each topic could be a complete meeting.
- Very well presented. Good poster documentation on the walls. Could these posters be printed on smaller paper?

Small Group Discussion

The small group discussion was informative:

Scale:	1	2	3	4	5	No Response
	Strongly Disagree				Strongly Agree	

Responses:	0	0	0	4	3	2
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Comments:

- Two small groups would have been good as well.

Large group Discussion and Planning

This discussion was helpful:

Scale:	1	2	3	4	5	No Response
	Strongly Disagree				Strongly Agree	

Responses:

0	0	1	4	3	2
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Comments:

- See response to 1 on time constraints. [Could have used more time to discuss. Information was very insightful but each topic could be a complete meeting.]
- Very helpful.

4. Recommendations for Improvement

Comments:

- Move program into rotating host spaces in Bragtown, e.g. the churches, the veterans post, the library, the Sikh temple
- Meetings on specific topics.
- This was a well planned and organized meeting.
- Inquire about using old Bragtown school for a park—possibly for softball and/or safe place for children to play.
- Wonderful event. Thank you.

(6 respondents had no comments)

5. Other comments:

- Good to network.
- Thank all of you students for taking an interest in this little community.
- Thanks to the ladies for their dedicated work—hope they all get A's.
- Thanks (¡Gracias!)

(6 respondents had no comments)