



# Historic and Vibrant Rogers Road

Extensive Community Engagement Findings

October 2014

Marian Cheek Jackson Center

## EXECUTIVE SUMMARY

### ***Key findings***

- An overwhelming majority of residents in Historic Rogers Road want and need access to municipal sewer service, but few residents will be able to afford to connect to lines without financial support.
- Well over 50% of residents in Historic Rogers Road live in households earning less than 80% of the area median income for Orange County.
- Historic ties to the neighborhood and broader Orange County communities run deep amongst Rogers Road residents – linking 89% of residents we surveyed through employment, personal or family history.
- There is strong enthusiasm for the re-opening of the community center, and strong desire in particular for computer and language (Spanish & English) classes.
- An overwhelming majority of Rogers Road neighbors are invested in continued neighborhood planning and action efforts.

### ***Recommendations***

- Continue to invest in grassroots infrastructure by funding RENA and the community center's programming.
- Restore hope with action by moving forward with near-term action on sewer infrastructure.
- Shift sewer proposed lines slightly to save money and serve a few more historic families.
- Commit to creatively funding sewer connections.
- Support community-first planning to combat gentrification.

## AUTHORS & COLLABORATORS

### ***Rogers-Eubanks Neighborhood Association***

In 2007, the socially cohesive and culturally rich community of Rogers-Eubanks neighborhood founded the Rogers Eubanks Neighborhood Association (RENA) to formalize a long term *ad hoc* community alliance and movement. As a community-organizing group, RENA needed a place to gather to provide a location for sharing of community resources and development programs.

RENA organized social justice, service, and faith-based organizations in Orange County to form a Coalition to End Environmental Racism (CEER). This group works to create community-driven events, which bring residents of the impacted communities together for the education of the wider community (citizens and local government officials) about critical issues of environmental health and justice. RENA also seeks and strongly values partnerships with local Universities, and has been engaged in four projects with partners at the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill (UNC).

Robert Campbell and David Caldwell were the lead RENA members on this project.

### ***Marian Cheek Jackson Center for Saving and Making History***

The Jackson Center is a public history and community development center located at the gateway to the historic Northside of Chapel Hill, North Carolina. The mission of the Jackson Center is to advance the vitality, diversity, and historical integrity of neighborhoods in transition. We want to make sure that the histories we hear, and the values and visions on which they are built, make a difference in communities now and for generations to come. Our work is rooted in oral history listening and realized along three primary lines of creative community development: organizing and advocacy for livable neighborhoods, youth and education, and celebration and connection.

Elizabeth McCain and Hudson Vaughan were the lead Jackson Center staff on this project.

### ***Tim Stallmann***

Tim Stallmann is a freelance cartographer based in Durham, NC. His work focuses on using maps as tools to build community power around racial, economic and environmental justice. Tim's maps and his collaborations with the Counter-Cartographies Collective, of which he is a founding member, have been widely published and exhibited. Tim holds Masters degrees in Mathematics from Duke University and Geography from UNC-CH. In addition to consulting, he also teaches map-making at the Center for Documentary Studies at Duke University. For more of his work, see [www.tim-maps.com](http://www.tim-maps.com).

*Cover art: Sara Ransohoff*

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## INTRODUCTION

For four months now, we have had a second home. We have journeyed from our organizational home at the Marian Cheek Jackson Center to immerse ourselves in the past, present, and future of the Historic Rogers Road Neighborhood. There, we spent hundreds of hours knocking on doors and enjoying discussion and hospitality with over 120 neighbors we surveyed, sharing the pews of Faith Tabernacle (the community hub while the center is being built), and walking through historic pathways as we learned from the Rogers Eubanks Neighborhood Association (RENA) leaders. We have helped coordinate six community forums and several stakeholder discussions, participated in neighborhood tours and events, assisted OWASA in outreach and pre-survey work, and had staff and volunteers out flyer-ing to ensure broad reach. We have collaborated to create a neighborhood database, a set of community maps, a community newspaper, and a mobilized Community Unity Board. We have had a crash course in learning from and with the Historic Rogers Road community. We are incredibly thankful we are for RENA's guidance and collaboration as well as for the municipalities' support for this intensive engagement work.

We agreed to do this work because we were already close partners with RENA and believed that both of our organizations could learn and benefit from one another in this deepened partnership. Minister Campbell has served on the board of the Jackson Center and has been a guide and mentor for us. The similar work we have done in Northside has focused on development and how to involve neighbors in proactive planning discussions that help create the change the community wants to see. There is no way we would have agreed to such a short term, intensive effort if we had not known how strong the leadership and collaborative vision of RENA is and has been. At every house we visited, we received further confirmation: folks told us they trusted us because we were connected to Minister Campbell and David Caldwell. They shared how proud they were that the leadership continues to press on.

We continue to take part in partnership efforts that will assist in the equitable development of Rogers Road. We have been lucky to be part of this ongoing effort and hope that our collective work is able to aid in the wonderful visions that RENA and so many others have been spearheading for decades.

## A. OVERVIEW

### ***Background on Rogers Road and RENA:***

The Rogers Road Neighborhood is a vibrant, diverse, and historically African-American neighborhood in Orange County, close to both Chapel Hill and Carrboro. It is a neighborhood with deep aspirations for a supported community and a place where neighbors are committed to realizing these goals. The Rogers Road neighborhood served as host to the Orange County Landfill for over 40 years, and has been struggling to receive the promises made at the landfill's inception of infrastructure and a community center. The Rogers Eubanks Neighborhood Association (RENA) is composed of residents from around the Rogers Road neighborhood who have fought to realize these promises as well as built youth after-school care, computer classes, bread ministries and other programs aimed at making Rogers Road an incredible place to live and one where children and adults from all backgrounds can succeed. Rogers Road has seen great struggle and has great hope.

### ***The Marian Cheek Jackson Center's Approach:***

The mission of the Jackson Center is to advance the vitality, diversity, and historical integrity of neighborhoods in transition. As an essentially collaborative initiative, the Center aims to preserve, to engage, and to act on rich histories of change. The Jackson Center is the first public history center of its kind in North Carolina, and it has quickly become a hub of activities dedicated to honoring everyday history-makers by joining with them in local and regional activism. Our work is rooted in oral history listening and realized along three primary lines of creative community development: organizing and advocacy for livable neighborhoods, youth and education, and celebration and connection.

We have utilized a model of community-first planning in our work in Northside. This model is built on an intensive set of communication and organizing tools that bring neighbors and other stakeholders into active and honest planning discussions with the tensions and possibilities of change. Our model engages the strengths and struggles of history first and continually. Creative communication strategies are a central part of our work: we find ways to reach people the ways they best receive contact. We develop clear "gives and gets" strategy framework. We believe that discussing the benefits and challenges openly is the best way for communities to mobilize for movement forward, and we believe in building this infrastructure in a way that it can be utilized well beyond our active role.

We have seen remarkable proactive planning of neighborhoods and the power that this engagement has had to turn the conversation and reality in Northside.

Additionally, in our consultancy work, we reverse a few traditional consultant roles: first, we are boots on the ground: we send folks door-to-door continually to make sure houses are engaged. Secondly, we reverse the value of time. Normally, consultants value their own work hours at several times the value of community organizational leadership. For this work, we switched this, valuing and sub-

contracting RENA's time at twice the value of our own. We believe this was necessary: the intensive ways in which we needed them to participate required both their years of historical experience and their presence away from every day programming. We wanted to create a model of consultancy that invests a large portion of contracts in grassroots infrastructure support.

In Rogers Road, we started with historical research and learning: met long-term neighbors, toured the neighborhood, talked with long-term staff at municipalities, and discussed sewer and water possibilities with current and past politicians. It became apparent after this research and these conversations, that it was necessary to conduct a household survey that would assist in the clarification of options as the municipalities move forward with their commitments to the sewer infrastructure. We added several sections to engage neighbors in broader conversations so that this survey would be helpful beyond gathering basic demographic information. In addition, RENA and the Jackson Center recognized that steps towards sewer infrastructure would require several community decision-making conversations, which these would help us prepare for through intensive connection.

This remainder of this report outlines the timeline, further delineates the findings, provides an overview of communication strategies utilized in facilitating community member conversations, and offers recommendations for future work.

## B. TIMELINE

- June:** We started with historical research and learning: searched through files from community sheds and online archives. We took time to tour and meet long-term neighbors, discussing the deep roots of history that spread throughout this neighborhood. We talked with long-term staff from the municipalities, OWASA, the Dispute Settlement Center (involved years ago), and Solid Waste. We attended ongoing meetings and hosted conversations with current and former politicians heavily involved in the issue about gaps and barriers.
- June-July:** We refined our work-plan in light of these conversations; we began to create a survey and model for broad based outreach that would answer critical questions but also mobilize neighbors in future dialogue. We devised questions with RENA, working to incorporate infrastructure building while addressing key questions and demographic holes.
- July-Sept:** We began broad-based intensive engagement and communication: door-to-door conversations (visiting some houses a dozen times), technical assistance and work with the Community Unity Board, creation of a database with extensive data entry from findings, and initial map creation to assist neighbors in stakeholder meetings.
- Aug-Sept:** We co-produced and distributed the first edition of the community newspaper. We facilitated stakeholder discussions and small groups. From the household conversations, community meetings, and ongoing political discussions, we realized that the neighborhood would qualify for CDBG funds. We therefore surmised that the ETJ would be critical to discuss in depth while also mentioning other options. We identified major neighbor stakeholders, engaging them in focused conversations about what an ETJ would enable and what it would change. We assisted in supporting the Community Unity Board, and supported the first edition of the community newspaper.
- Sept-Oct:** We witnessed broad-based outreach mobilized by stakeholders: these neighbors reached out to the networks. RENA hosted a broader forum and we continued to help facilitate critical conversation about movement toward sewer infrastructure and the possible development implications. We continued to assist the Community Unity Board, supported the second edition of the newspaper, and helped facilitate ongoing conversations.

## C. FINDINGS

### *Ties to the Community*

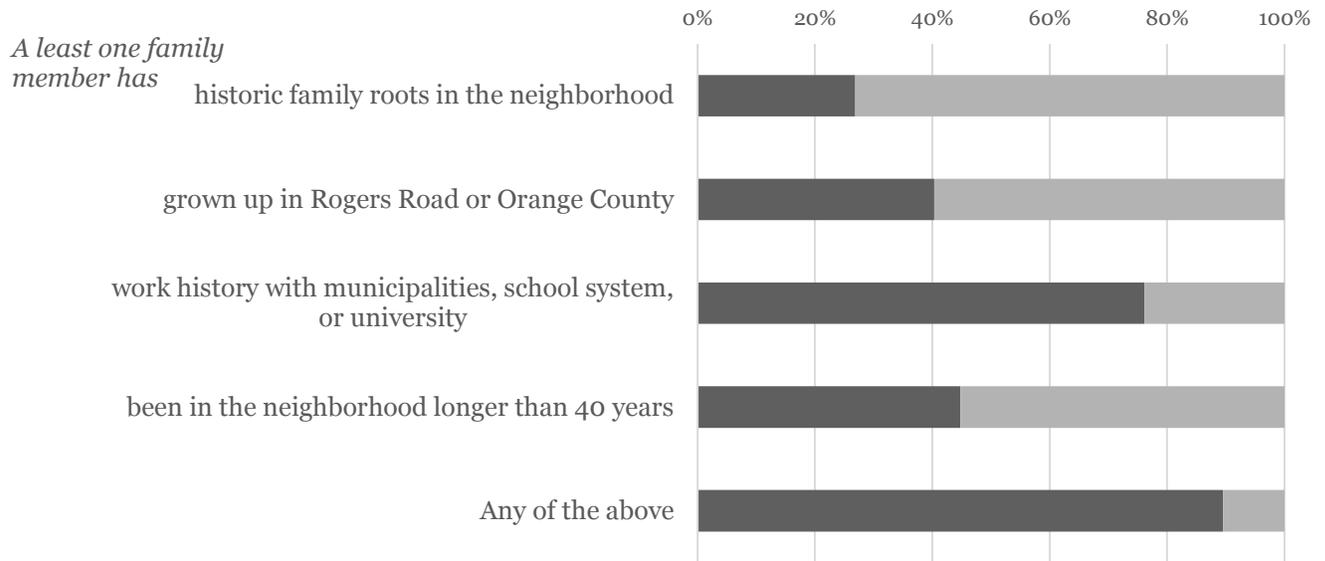
We talked with residents about their relationship to their neighborhood and to the broader Orange County, Chapel Hill and Carrboro communities. Combining the three ways in which we defined ties to the community (length of stay, family roots and employment contributions), 89% of households surveyed had ties to the neighborhood.

The length of time residents have lived in the neighborhood was one key indicator that Rogers Road residents have a strong historic tie to the area – nearly half (46%) of the households we interviewed had at least one family member who had been living in the Rogers Road area for over 40 years.

Beyond length of stay, residents had other historic ties to the area. Eighteen of the households we surveyed, or 27%, mentioned their ties with the early families which settled in the area (the Rogers, Purefoys, Caldwells, Strowds, Browns, Allens, Campbells, and Nunns etc.). Twenty-two households (33%) mentioned that family members had grown up in the neighborhood, and five more households had members who had grown up in Orange County, but not the Rogers Road neighborhood. In total, 32 households had either family ties to the neighborhood or had grown up in Rogers Road or Orange County, and 12 of the remaining households had lived in the neighborhood for over 40 years. **In total, exactly two-thirds of the residents we surveyed mentioned that they either had family roots in the neighborhood, had grown up in Orange County, or had lived in the Rogers Road neighborhood for over 40 years.**

In addition to the neighborhood's deep historical legacy, Rogers Road residents have also made strong contributions to the life and livelihoods of Chapel Hill, Carrboro and Orange County through their work. Of the 59 households which answered questions about their work history, 86% had residents who worked at some point for the town, county, public schools, UNC or the State of North Carolina. In total, 45 residents said they had worked or currently work for UNC or UNC Hospitals, 16 had worked or currently work for Chapel Hill, Carrboro, Orange County or the State of NC, and 10 had worked or currently work for the Chapel Hill-Carrboro public schools.

## Historic Ties to Rogers Road Neighborhood



Discussing hopes, dreams and potential contributions to the new (or renewed) community center was a highlight of every interview. Across the board, from new residents to those who have been living in Rogers Road their entire life, people we spoke with were excited about the community center opening and enthusiastic about sharing their gifts and talents with the community.

Ninety-two percent of the households we surveyed said they would volunteer at the center in some way! Residents offered to help with tutoring, to teach classes ranging from fishing to etiquette, to cook for the center, to help open the building so school-children could wait for the bus in the mornings, to assist in closing so the center could accommodate late work schedules, to do grounds-keeping and maintenance, and to sing or play musical instruments at the center. One of the goals of the survey process was not only to collect data, but also to help build future communications infrastructure for RENA as they begin to operate the center this fall. As elsewhere discussed, we recorded all of these volunteer offers into a communications database that will be operated by RENA so they can reach out to residents who made specific volunteer offers for the center.

We also assessed demand for various kinds of programming at the center, which is summarized in the table below. The table lists general activity categories, but there were some specific ideas that came up in interviews and are worth noting. Those included: computer classes, Spanish and English classes, fishing club, card or game nights, senior programs, job training or a jobs database, and wilderness survival classes. Matching up needs to volunteer offers, there were a number of people volunteering to teach or organize many of the classes, but the two highest-demand activities (computer classes or Spanish/English classes) each had very few residents who were willing to teach or coordinate, so these may be areas in which the center needs outside support.

*Table 1 Community Center Programming Interests*

<b>Activity</b>	<b>Number of respondents</b>	<b>Percent of respondents</b>
Computer classes	19	37%
Spanish or English classes	19	37%
Kids activities (after-school programs, tutoring, etc.)	16	31%
Sports & exercise (volleyball, soccer, walking, etc.)	13	25%
Senior activities (incl. fishing club)	10	20%
Health & nutrition (CPR, pharmacy basics, cooking)	9	18%
Parenting support groups or classes	4	8%

### ***Demographic Survey of Historic Rogers Road***

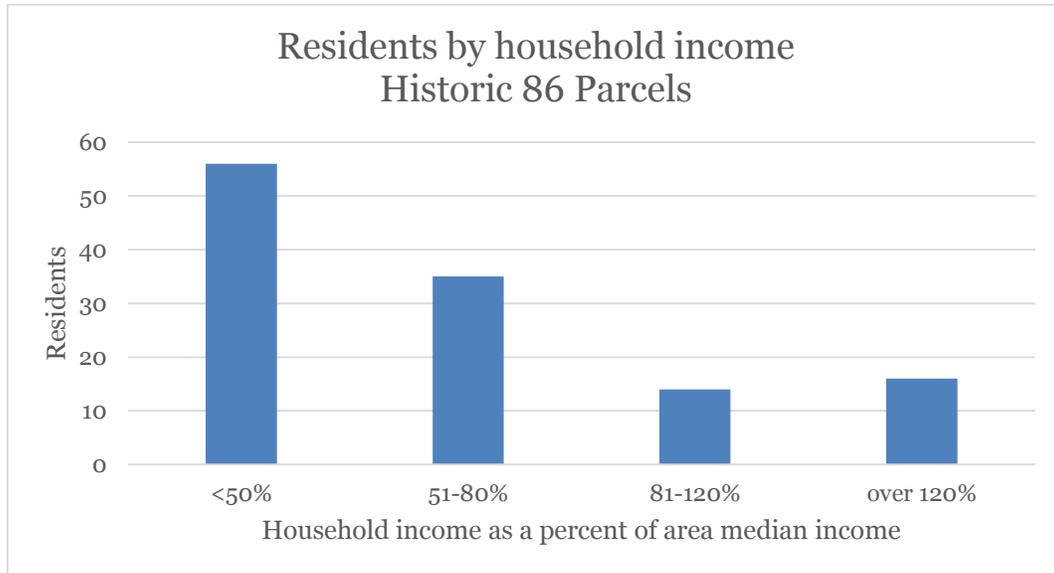
Because Historic Rogers Road encompasses sections of two census blocks and borders on several high-income neighborhoods, it is impossible to get accurate demographic statistics for the neighborhood using data from the United States Census. One goal of our work was to collect a set of comprehensive and accurate demographic data that could be used both by both RENA and the town and county governments to apply for grants and federal funding.

In order to ensure that the data we collected would be useful for the Town of Chapel Hill, Orange County, and RENA in applying for Community Development Block Grant funding, we developed a household income survey instrument based on past surveys that the Town of Chapel Hill had used, and consistent with HUD’s guidelines for alternative methods of small-area income estimation. Residents provided their household size and then circled their corresponding income range on a table listing the 2014 income ranges for Orange County, NC, as defined by HUD. Each survey was signed both by the resident and the survey-collector, and survey originals are being stored securely at the Jackson Center’s offices.

Detailed results of the survey are in Appendix 1. Some key findings:

- **Rogers Road is eligible for Community Development Block Grant funding:** 68% of residents living in the 86 parcels which the most recent Task Force report defined as Historic Rogers Road are at or below 80% of the area median income.
- **Nearly half of Historic Rogers Road residents live in households which earn less than 50% of the area median income.**
- **88% of residents identified themselves as People of Color.** The racial make-up of the neighborhood is significantly different from Orange County as a whole, where the 2008-2012 American Community Survey (ACS) identified 71% of respondents as white (not Hispanic or Latino).

- **Black or African-American identified people make up the majority racial or ethnic group in Rogers Road neighborhood.** We used an open-ended questionnaire about race and ethnicity so that the process would be open to the nuanced understandings of race that many residents hold. 68% of residents identified themselves as either African-American or Black, and respondents self-identified with a total of 9 different racial or ethnic groups.
- **Twenty percent of the population of Historic Rogers Road is over the age of 65.** This is twice the average number of 9.9% for Orange County as a whole according to the 2008-2012 American Community Survey.



### ***Survey of parcel owners in Historic Rogers Road***

In addition to surveying residents, we also conducted a parallel survey of parcel owners in Historic Rogers Road. There are 86 parcels in the area defined by the Historic Area, and we were able to survey the owners of 72. This represents 84% of the 86 parcels. As the table below demonstrates, there is a clear demand for sewer service in the area, with the owners of 79% of parcels saying they would want sewer service. Moreover, the owners of 53% of parcels said that the cost of individual installation would make it difficult or impossible for them to connect to municipal sewer lines without financial support.

*Table 2: Results of Survey of Parcel Owners*

	<b>Parcels</b>	<b>Percent</b>
Total surveyed	72	84%
With municipal water hooked-up	45	63%
With municipal sewer hooked-up	1	1%
Without municipal sewer hooked-up	71	99%
Owner would like sewer service	57	79%
Cost would be a barrier to getting sewer service	38	53%

*Table 3: Benefits of Municipal Sewer as Identified by Residents*

<b>What would be the benefit of municipal sewer service?</b>	<b>Parcels</b>	<b>Percent</b>
Lower maintenance costs or less maintenance hassle	23	32%
Health, safety and overall quality of life	19	27%
Would enable building more low or moderate-income housing on vacant land / increase property value	6	8%
Less unpredictability in maintenance costs	1	1%
Other	3	4%

**Results of long-form survey: Transportation**

One set of survey questions focused on transportation needs of residents. We discussed residents’ use of the bus system, and also assessed interest and demand for a reduced-rate community taxi service, something that RENA has proposed. Of the 46 households which we talked with about bus service, 17 used the bus themselves (37% of the total), and an additional 11 households (24%) said that they either had used or had considered using the bus but no longer did so because of infrequent service, poor connections (especially to the TTA), or the inaccessibility of bus stops in the neighborhood. Residents are clearly interested in the reduced-rate taxi service: of the 43 households with whom we talked about the idea, 21 would use it either now or as they aged (49%), and 8 more households (19%) were interested in the idea and would consider helping with it.

In terms of destinations, residents were interested in getting to grocery shopping areas (17 responses), doctor’s offices and UNC Healthcare or Hospitals (12 responses), Durham (4 responses), and downtown Chapel Hill/Carrboro (2 responses). Connections to Timberlyne were frequently mentioned in particular.

One additional note is that transportation needs varied based on age – most interest in the taxi service came from either older residents or residents who were thinking about their needs in old age. On the other side, many of the most frequent bus users were young people headed to school or work.

## D. COMMUNICATIONS AND ENGAGEMENT SUCCESSES

A central aim of this contract was to engage and affirm the aspirations of the residents of Rogers Road related to sewer infrastructure goals. Extensive work went into communicating with community members and facilitating forums for collective feedback. For the stated period, communication can be summarized in the following seven areas:

1. **Surveys/ Door-to-door conversations:** Household communication through individual home surveys
2. **Baja News:** Engagement and education through the production and distribution of a neighborhood newspaper (2 editions)
3. **Community Unity Board:** Development and support of the Community Unity Board: A board whose central focus is discussing the needs of the neighborhood and ensuring information is disseminated back out to the greater neighborhood. (Rogers Road, Tallyho, Phoenix Place etc.).
4. **Education Sessions:** Community education conversation sessions on the possibility, interest, and avenues for sewer in coordination with RENA
5. **OWASA and Community:** Facilitating direct conversations between community leaders, OWASA and URS engineers about the proposed infrastructural changes and ideas.
6. **Communications Infrastructure:** Infrastructural improvements to enable more efficient future communications for RENA leaders through the development of a neighborhood database and the above mentioned newspaper and Community Unity Board.

### *Home Surveys*

Staff from Rogers Eubanks Neighborhood Association (RENA) and the Jackson Center visited every parcel and household in the Historic Rogers Road neighborhood (some a dozen times), and conducted a 9-page survey with residents and owners of each property possible. These visits enabled the Jackson Center to gain information necessary to answer the queries of municipal leaders, gather the data that would assist RENA leaders in their planning and coordination of the RENA Community Center, and assist OWASA in securing the consent forms necessary for pre-engineering surveys. These visits also provided an opportunity to reengage residents in current community efforts and conversations. The survey visits enabled the Jackson Center not only to gain necessary information, but they also provided an opportunity to reengage residents in current community efforts and conversations.

### *Development of the Surveys*

The survey was developed over the course of several weeks in partnership with community leaders. Our goals were to clarify community interest in sewer infrastructure, ascertain the demographics that would qualify the residents for grant funding, and learn more about hopes for the community center. In addition to these direct data points, we also collected qualitative and quantitative information such as

the ties residents had to the neighborhood, past work experience, and information on parcel data in order to gain a more comprehensive picture of connections to the area.

## Baja News: The Community Newspaper

Our goals of intensive outreach, communication, and engagement were aided by the co-development of the community newspaper, the *Baja News*. Two editions of the *Baja News* were produced during the stated period. All content was decided on and written by neighbors and neighborhood leaders. The Community Unity Board (CUB) will ensure future development and distribution of the newsletter on a quarterly basis. The distribution of the newspaper provided another avenue for information, ensured that every household in the Rogers Road neighborhood was updated on the progress of the neighborhood efforts, and offered reminders about upcoming community planning discussions.

### Aims of the Baja News

The aims of the *Baja News* are to reach, update, and involve households across the neighborhood in community wide events, opportunities, and planning efforts. The August edition of the *Baja News* should be featured below:

**Baja News**  
August 2014      a newsletter for a connected community      Vol. 1, Issue 1

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**Everyone deserves water and sewer**



By Rose Caldwell

This fall, there is hope that Chapel Hill, Carrboro, and Orange County might finally serve the remaining 1/3 of the neighborhood in Rogers Road. The center's construction is going well. The water has been a problem since the well broke they were waiting on a permit so they will need to be replaced.

Some folks in my family could teach me about construction if anyone is interested in learning more about it.

I would be great to have kids activities and soccer. I am a teacher and play throughout the week. I would be glad to have more about how to use the computer. Spanish would be good for people too.

Each month, we will have a different theme. I would like to have more about how to use the computer. Spanish would be good for people too.

Our community Center is scheduled to open fall. We need to get our plans rolling on how we want to provide the best services to the youth and adults in the community.

We also need to figure out ways to make these programs sustainable and strong.

Join us September 6 at 10:45 for this important conversation at the monthly Rogers Executive Neighborhood Association (RENA) meeting. We will take the feedback above and any feedback in the meeting into consideration as we design our program for this fall.

**Meeting Agenda:**

1. Overview of Proposed Programs
2. Vote on Programs at the Center for Fall 2013
3. Discussion: How to make these programs sustainable.
- \*Children will be provided at the meeting.

Visit us at [www.rena-center.com](http://www.rena-center.com) or email us at [rogers.road.engagement@gmail.com](mailto:rogers.road.engagement@gmail.com)

**Baja News**  
July 2014      Vol. 1, Issue 1

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**Dreams for our Center**

We need a building that would be successful in a building that is older than the one we need one to teach the kids how to do. No child should grow up not knowing their rights.

It would be tremendously helpful for my family to have an after-school program at the community center.

Some folks in my family could teach me about construction if anyone is interested in learning more about it.

I would be great to have kids activities and soccer. I am a teacher and play throughout the week. I would be glad to have more about how to use the computer. Spanish would be good for people too.

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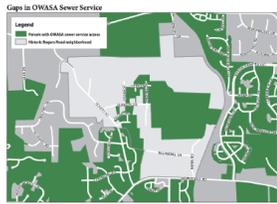
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Visit us at [www.rena-center.com](http://www.rena-center.com) or email us at [rogers.road.engagement@gmail.com](mailto:rogers.road.engagement@gmail.com)

### October Baja News

The October edition of the *Baja News* is featured below:

We need you at Town Hall October 15th



Map created by Tim Dalkman. Areas in green have sewer service. The Rogers Road neighborhood is highlighted in white.

By Courtney Gray and David Caldwell

We are at a very important point to getting long-denied access to sewer services to residents here in Rogers Road.

We need you, your brother, your sister, your grandchildren, your children, and your spouses and dates at Chapel Hill Town Hall at 7pm on October 15th to help make Rogers Road in the Town of Chapel Hill's Extra Territorial Jurisdiction (ETJ) zone.

Why do you need us at the meeting?

We have to fight to be heard and fight to be seen! We need you all at the hearing because we need to show up at the town hall meeting on October 15 at 7:00 pm as a force. The Rogers Road area is the most rural and diverse area in Chapel Hill/Carrollton. We have limited resources to administration and we need your help! The strength of a neighborhood derives from the integrity of the home.

What is an Extra Territorial Jurisdiction? Why do we want to be in it?

An Extra Territorial Jurisdiction is a type of zoning. If the town agrees to put Rogers Road in an ETJ they agree to a set of laws about what they can and cannot do here. We are currently in what is called a Joint Planning Area (JPA) that has its own set of rules. We want to change to an ETJ because the current set of laws for a JPA do not allow the Town of Chapel Hill to fund projects like sewer. If the town decides to go to an ETJ, they are able to fund sewer in Rogers Road. That is why we want to change it so that the Town of Chapel Hill can assist with getting our residents basic access that we deserve and other communities already have.

If this passes, will they start with sewer?

It is a critical step to this. The sewer project will be funded by the Town of Carrollton, Orange County, and The Town of Chapel Hill. The Town of Carrollton has already put money on the table. Orange County seems ready to act. If the ETJ passes, Chapel Hill will be able to fund their part.

WE NEED YOU! Town Council Meeting Town of Chapel Hill 407 North Lake Street, Suite 200 Chapel Hill, NC October 15th 7pm

Visit us at www.rena-center.com or email us at rogers.road@gmail.com

Distribution Strategy

Community stakeholders distribute the Baja News to their respective neighborhoods.

Deliverables Achieved

We developed two neighborhood newspapers with community stakeholders and distributed it to over 200 households in the Rogers Road neighborhood in August and October.

Community Unity Board

While RENA's efforts are primarily focused on providing the necessary and requested services to the community through the community center, the Community Unity Board (CUB) is a forum where neighbors can lift up and request ideas and concerns, through neighborhood captains. These captains also disseminate information about opportunities, events and planning efforts back to their respective precincts. The Jackson Center assisted in providing structure, support, and strategic planning advice to the CUB leadership during the development of the board.

Mission, Vision, and Purpose Document

The mission of the Community Unity Board is: to facilitate a connected, informed, and supported community. The board aims to do this through a three-fold strategy: monthly updates from neighborhood captains, production and distribution of a community newspaper, and community phone trees.

Membership and Representation

REMEMBER to Vote!

Early Voting is Oct. 23 and Nov. 1 Election Day is November 4

To learn more about voting rules and for general questions about voting in North Carolina: Call Democracy NC at 1-888-OWA-VOTE Or Visit http://www.democracy-nc.org/

Revival at Faith Tabernacle

By Faith Tabernacle

We will have Revival at Faith Tabernacle Oasis of Love International Church on October 15th, 16th and 17th at 7pm nightly. Pastor Arthur Everett of Durham will be speaking Wednesday October 15th. The male chorus and a guest choir will sing. Bishop Eric Agas of Plains, NY will be our speaker for Thursday the 16th and Friday the 17th. The men choir will sing and Sister Dianne George and the children will dance on Thursday night. The praise team and other special singers will sing on Friday night. Dinner will be served Friday night.

Community Board

Birthdays in October

- Happy Birthday to all these folks! If we missed yours or someone else, email us to add birthdays so we can make sure to remember them for the future. Happy Birthday in October to neighbors:
- Bob Green October 1st
- Courtney Beaman October 1st
- Pamela/John/Jessica October 10th
- Carl Smith November 8th
- Linda Allen November 12th
- Larry Caldwell November 14th
- George Thompson November 30th

Upcoming Events

- Halloween Celebration will be Friday, October 31st! Be on the lookout for more information.
- Community Wide Cleaning will be scheduled soon. Be on the lookout for more information to come!
- Grand Opening and Ribbon Cutting for the RENA Community Center will be November 15.

Select your community precinct to the Right There: 1.3 addresses suggesting individuals or significant events in the life of our community. Rate for November edition are due October 23 to Carolee Gies at carolee\_gies@yahoo.com.

ARCHIVE: THEMA

What was the apple orchard and where was it located? Call to find out! 919.957.4422 on October 8th at 7pm with your questions.

Baja News is produced by the Community Unity Board. If you have a specific question or request about a future issue, please contact us at rogers.road@gmail.com. We look forward to your contribution!

Heart Healthy Tips



Our guest columnist this edition is Jackie Peake.

What are the advantages of being at a heart healthy weight?

Being at the weight that is best for you can help you look good and feel great. On top of that, a healthy weight lowers your risk for many diseases.

When you weigh too much, your heart works harder to pump the blood in your body. This puts a strain on your heart. When you are at a healthy weight, your heart and body are less stressed. If you are overweight, losing just 10 to 15 pounds can make you healthier! So if you need to lose weight, start now before more pounds creep on.

A healthy weight cuts your risk for:

- heart disease
- high blood pressure
- stroke
- type 2 diabetes
- osteoarthritis
- gallbladder disease
- respiratory problems.

Look for more heart healthy tips in next month's newsletter.

The Community Unity Board is composed of neighbors from seven neighborhoods: Tallyho, Rogers Road, Phoenix Place, Rusch, Zeiger, Billabong, and Homestead Place. The full membership is listed in Appendix 4.

*Deliverables*

Co-development of the CUB, and support to the leadership through assistance in the development of the *Baja News*, recruitment for membership, support in planning and facilitation, and strategic planning for goals for the board.



*Community Unity Board (CUB) members discuss larger communications strategy; brainstorm about newsletter content, production, and distribution; and discuss additional members to add to the team.*

*The younger regulars at the Community Unity Board play to the right as their parents discuss next steps at the longer table.*



## ***RENA- Sewer Interest and Sewer Education Conversation Sessions***

### *Education Sessions*

Through *dozens* of individual, small-group and large-group meetings, the Jackson Center has been better able to gain perspective on the historical connections of residents, the community center interests and talents, transportation needs, desire for sewer, and barriers to connection to sewer infrastructure. Over the course of the survey timeframe, it became increasingly apparent that an overwhelming amount of residents desired municipal sewer infrastructure and that the neighborhood area would qualify for CDBG funds. As that trend became clear, the Jackson Center worked with RENA leadership and municipal leaders to prepare for several focused community conversations on implications of various strategies for sewer implementation and municipal capacity to provide the necessary funds.

Because the most timely option on the table was the recommendation of the Historic Rogers Road Task Force for Chapel Hill to enact an Extraterritorial Jurisdiction given its current limitations for contributing its agreed upon portion of sewer infrastructure, we hosted intensive education sessions about this option with stakeholders in spheres of influence throughout the neighborhood and then a broader community forum for discussion. At these sessions, we presented our “gives” and “gets” framework that we had developed based on dozens of conversations with municipal and community leaders as well as our own research on the options.



*After extensive discussion, residents respond to the question posed by neighborhood leadership, “Who is in favor of the ETJ option?”*

At the first session, 22 households were present with deep roots from across Rogers Road. We presented charts focused on what an ETJ would change and what it would keep the same. We discussed with these neighbors the two most significant changes: 1) Zoning/Special Use and potential development implications, and 2) the ability for Chapel Hill to contribute funds to sewer infrastructure in the nearer future given area income qualifications. We opened discussion about the potential development



*Minister Larry Reid, a resident of Sandberg lane, references a topographical map in considering the placement of sewer lines in the future, given past proposed plans. Jeremy Fireline points out potential solutions as well while others look on.*

implications and gave examples. We clarified differences with annexation and the changes with Orange County. We shared concerns and support for the issue that we have heard from staff and leadership in all municipalities. We spent significant time fielding questions, but largely found that neighbors were very aware and ready to move forward.

These neighbors unanimously decided after extensive questions and discussion to support the enactment of the ETJ and to help educate a broader coalition of neighbors the following week. On October 9, over 45 neighbors turned out for a community meeting in which we broke down into small groups: the Jackson Center led an information session about the ETJ and RENA led a session focused on preparing neighbors to give their feedback for the Chapel Hill public meeting.

#### *Community Conversations*

In one small group, two large group, and numerous individual meetings with Jackson Center leadership, community members discussed both the “gives” and “gets” of an Extraterritorial Jurisdiction as well as other avenues for securing the funding necessary for sewer. We also spent significant time exploring some of the concerns about potential increased development in the area as a result of sewer. We found that neighbors had great ideas for how the area could be developed over time and were very willing to take part in planning conversations for longer term development as long as sewer infrastructure was really moving forward.

#### *Community Resolutions:*

In accordance with the recommendations with the Historic Rogers Road task force and through these community discussions, we ascertained that Rogers Road residents desire that the Town of Chapel Hill change the Historic Rogers Road neighborhood from a Joint Planning Area to an Extraterritorial Jurisdiction. This change is to enable the use of CDBG funds that could assist Chapel Hill in contributing the necessary 43% to the total cost of Rogers Road sewer infrastructure. Neighbors are aware of the implications but also feel like the time is ripe for action moving forward.

## ***OWASA and Community Workshops and Coordination***

With the goal of facilitating a community endorsed and supported sewer plan, the Jackson Center has been engaged with OWASA for the full course of this contract. We assisted in the procuring OWASA consent forms at each of our household visits. We facilitated a community-stakeholder meeting where community members used their knowledge of the topography and history to map out sewer and water line locations and easements, information that may not have been easily accessible to an external contractor. We also facilitated a meeting where community members shared this feedback to the URS contractors as they began their pre-engineering survey.

### *Jackson Center and OWASA*

Jackson Center staff members were involved in assisting OWASA with the necessary communications work required to conduct pre-engineering surveys for sewer lines.

### *Community Knowledge and Community Map Making*

After several individual conversations and tours, we created a community map that featured the information we had learned about topography and existing lines. We then called in several community leaders with construction experience and advanced knowledge of the struggle for sewer and water in Rogers Road to contribute their technical opinions. We worked together to map out further information that might be of use to engineers tasked with proposing the most efficacious and affordable lines to the neighborhood.

### *URS, OWASA, and Community Joint Meeting*

Residents who had been involved in the map-making efforts described above, met with both OWASA and United Research Services (URS) to re-share their knowledge and give a brief neighborhood tour. (URS is the external engineering contracting service hired to do the pre-engineering survey in the area.)

## ***Communications Infrastructure***

In engaging over 150 community stakeholders in conversations about the community center, sewer infrastructure, and neighborhood planning; the Jackson Center worked to develop systems and programs which would enrich the communication capacity of RENA leadership, the Community Unity Board, and broad community stakeholders to reach all the residents of the neighborhood. This was accomplished in three main ways: the Community Unity Board, the *Baja News*, and the Insightly Database.

### *Community Unity Board*

The role, accomplishments, and aims of the Community Unity Board are outlined in the Community Unity Board section of this report. Simply, the CUB is a vehicle for communication. Each representative/captain serves the neighbors in their specific precinct. Each captain brings their precinct's concerns, their ideas, and plans to the meeting. The captain also disseminates opportunities, events, and community planning meetings to individuals on their block.

### *Community Newsletter: Baja News*

As discussed earlier, the *Baja News* is quarterly produced newspaper that enables RENA and the CUB to reach every household in the area. The Jackson Center provided both support and guidance in the development of this newsletter.

*Insightly Database*

The information that was gathered through home-to-home surveys and community meetings was conglomerated into a community-owned database that allows RENA to organize and access all needed data easily and provide information necessary for Orange County and the municipalities to implement the sewer project. It also has been designed to assist with the programmatic efforts of the RENA community center.

## **E. RECOMMENDATIONS FOR FUTURE WORK AND COMMUNICATIONS STRATEGY**

### ***Continue to invest in grassroots infrastructure:***

We recommend significant support for RENA and the community center's programming. The Jackson Center has worked closely with RENA and the Community Unity Board to help build additional infrastructure: database support, a neighborhood newspaper, a network of neighbors interested in taking part in master planning discussions - all of these take human and financial resources to continue. The amount RENA is doing with a scarcity of actual resources is remarkable: tutoring and summer camps, food distributions and community gardens, elder support and housing justice. These are investments in the future of Orange County and will pay dividends.

### ***Restore hope with action:***

We recommend that the municipalities move forward with near-term action on sewer infrastructure as a mobilizer of longer-term planning. In other words, moving forward with the Task Force recommendations to begin sewer infrastructure will open the door for critical long-term discussions with neighbors. When we first started our discussions, long-term neighbors immediately expressed their exhaustion with this process. When we would say, "as sewer infrastructure moves forward, we'd love to talk about..." people would respond, "I don't believe sewer is moving forward." Movement would open the door for these conversations and make them relevant and necessary.

### ***Shift sewer proposed lines slightly to save money and serve a few more historic families:***

In the previous proposed sewer lines, the two lines on the southeast corner of the neighborhood (on Homestead and Merin) are unnecessary unless purposed for future municipal infrastructure. These two lines cost nearly \$1,000,000 in previous estimates. The one on Homestead provides sewer access to a parcel that is owned by a developer and in development process, and the one on Merin is no longer necessary because of a sewer expansion by the Church of the Advocate. The remaining historical owner without sewer north of the Church of the Advocate on Merin now has access to connecting to the main at the Church of the Advocate. It's a long distance, so this family could use support for the likely \$50,000 to connect, but it would be much less expensive than the \$750,000 proposed line. Additionally, the previously proposed lines run down Purefoy and up Sandberg. These lines could actually service an additional five historic families who are not within the "Historic 86", four of whom are low to moderate income. This wouldn't take any major changes, but we just wanted to note that putting connectors for these additions would be a way to serve additional families at no or low extra cost.

### ***Commit to creatively funding sewer connections:***

As you can see, a huge majority of residents in the neighborhood have not only been here for decades but also do not have the funds for sewer connections. Starting sewer infrastructure is the first step; working on connections will be a critical next step. While

expensive, there have been creative models used to cut costs, and the longer term planning efforts may further enable this as well.

***Support community-first planning:***

The best tool to combat gentrification is an energized and invested community involved in the planning of its own future. Rogers Road has leaders with an incredibly integrated vision of community and years of small area plan experience. The community now has a space for folks to gather and plan. And it has movement and support from all three municipalities. The Rogers Road community is poised to continue community planning efforts. Having partners like Self-Help work with RENA in a community master planning process would be incredibly beneficial once sewer infrastructure begins. RENA is very open to collaboration, especially with partners who bring tools to bear in the vision for diverse and vibrant neighborhoods.

## APPENDIX 1: DATA TABLES FROM DEMOGRAPHIC SURVEY

### Results of Income Survey of Historic Rogers Road Residents

	Households		People	
	<i>number of households</i>	<i>as a percent of all area households</i>	<i>number of people</i>	<i>as a percent of total population</i>
Total living in Historic nbhd.	56	100%	134	100%
Completed income survey	51	89%	121	90%
	<i>number of households</i>	<i>as a pct. of those surveyed</i>	<i>number of people</i>	<i>as a pct. of those surveyed</i>
Earning below 50% AMI	24	47%	56	42%
Earning 51-80% AMI	17	33%	35	26%
Earning 81-120% AMI	5	10%	14	10%
Earning over 120% AMI	5	10%	16	12%
<b>Total below 80% AMI</b>	<b>41</b>	<b>80%</b>	<b>91</b>	<b>68%</b>

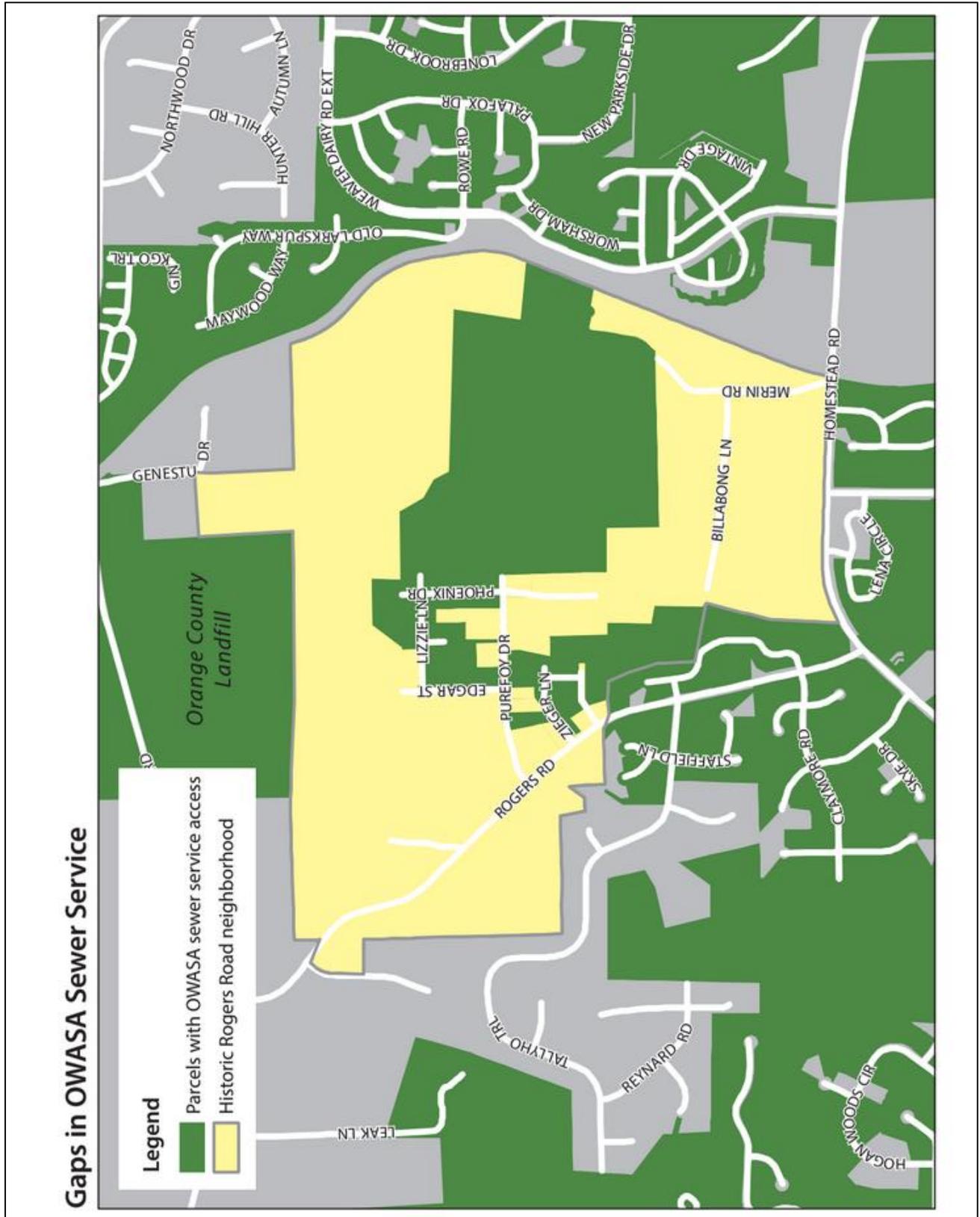
### Results of Race/Ethnicity Survey of Historic Rogers Road Residents

	Households		People	
Total who provided race/ethnicity data	52	91%	124	92%
Total identifying as People of Color or Non-white	45	87%	109	88%

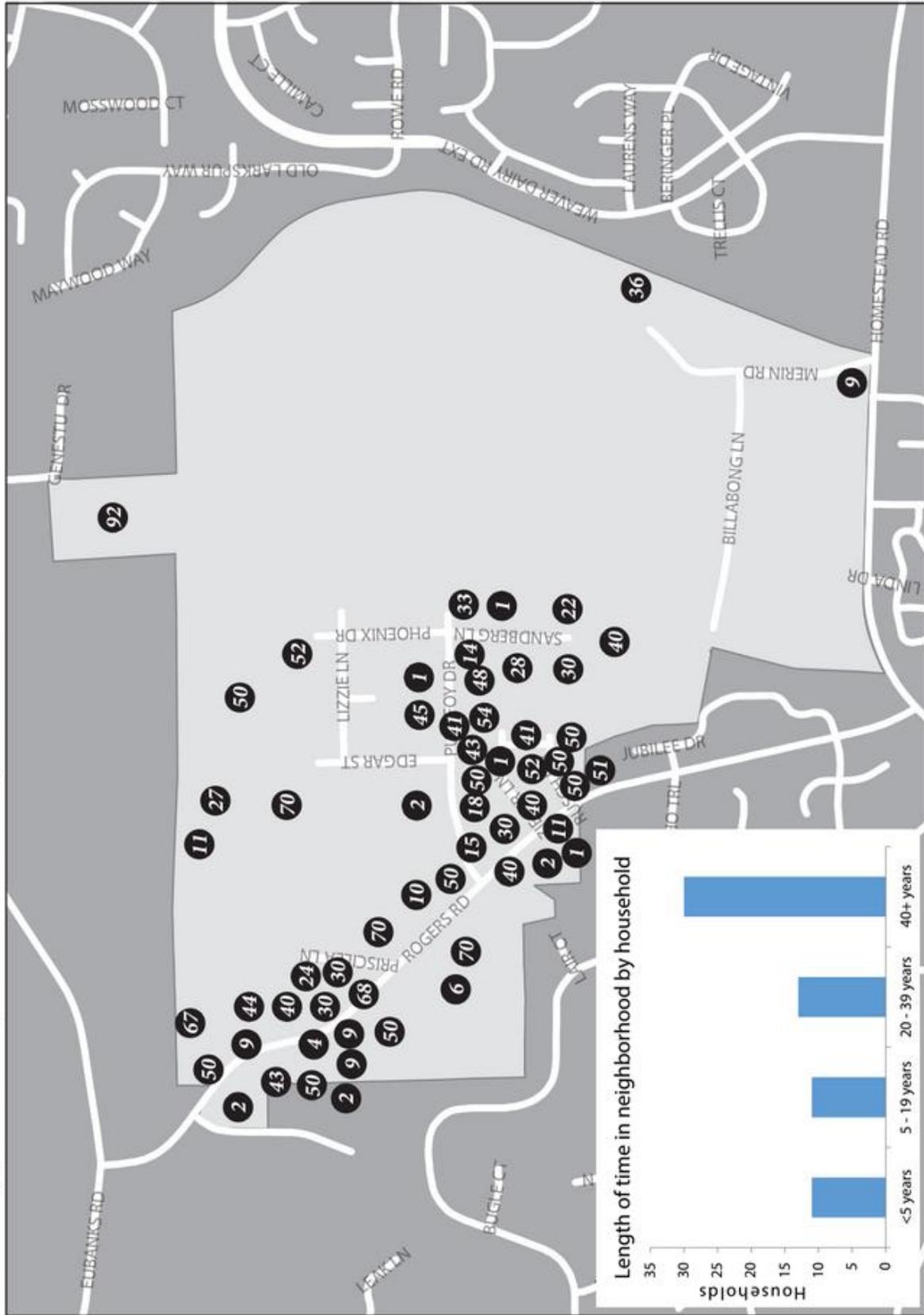
#### Races & ethnicities represented

African-American/Black	31	60%	72	58%
American Indian	1	2%	3	2%
Asian	1	2%	5	4%
Caucasian/White	7	13%	15	12%
Hispanic/Latino	4	8%	15	12%
Human race	1	2%	2	2%
Han	1	2%	4	3%
Mon	1	2%	4	3%
Multi-racial or many races	3	6%	4	3%

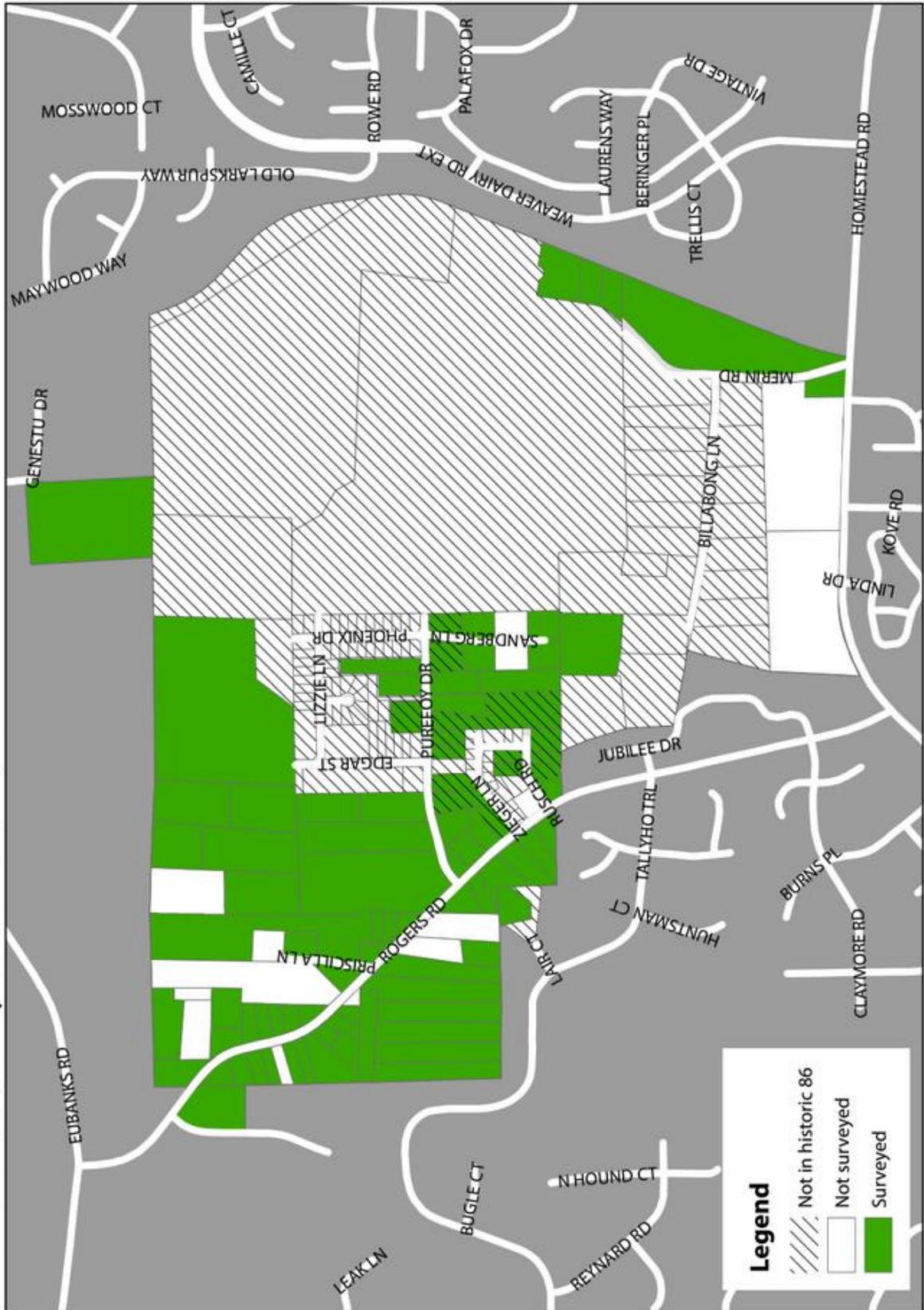
## APPENDIX 2: COMMUNITY MAP PORTFOLIO



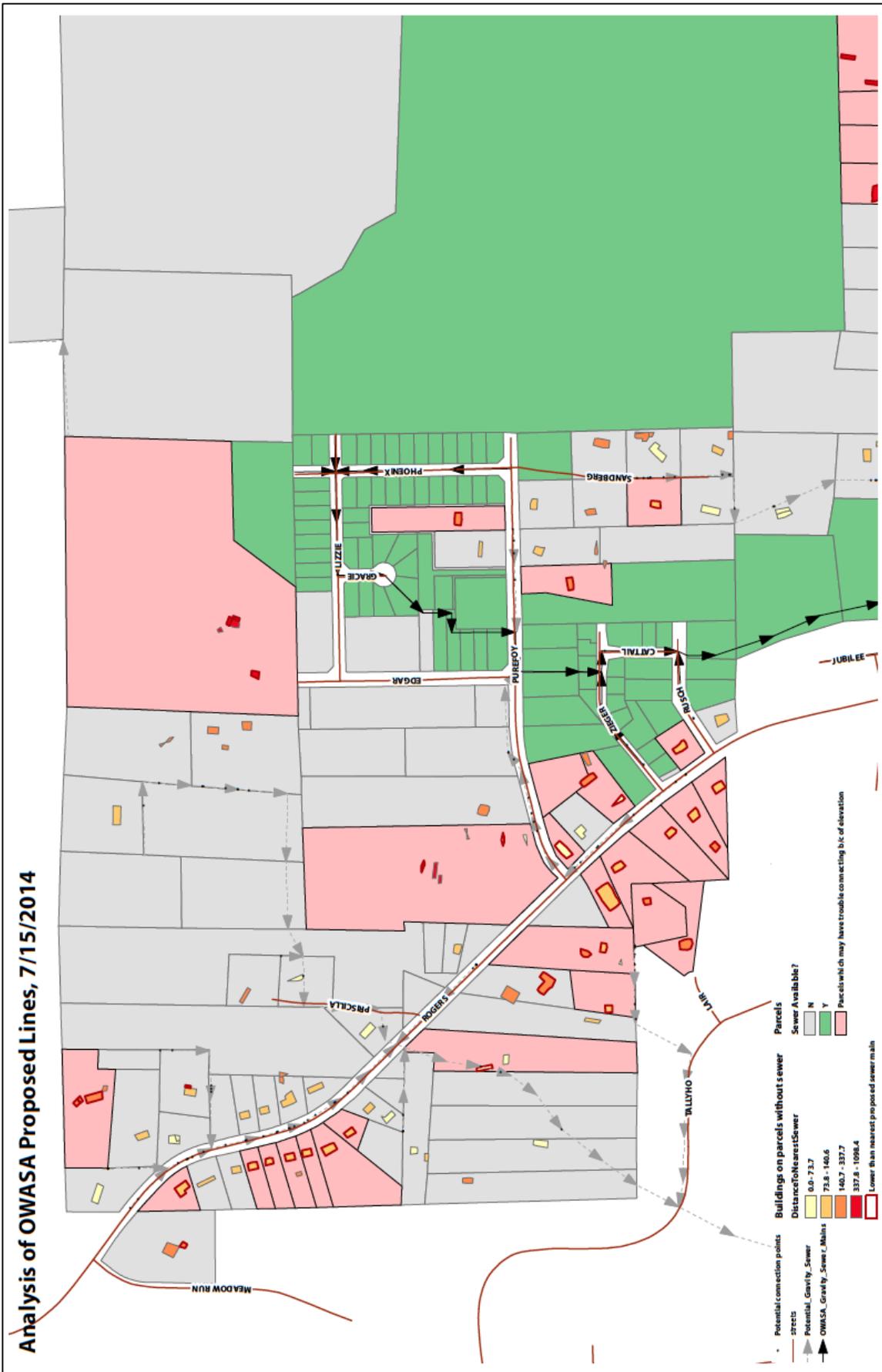
### How many years have you lived in the neighborhood?



**Parcel owners surveyed as of Oct 13, 2014**



**Analysis of OWASA Proposed Lines, 7/15/2014**



### APPENDIX 3: OBJECTIVES AND ACCOMPLISHMENTS

Objective	Items accomplished
To affirm neighborhood interests and aspirations throughout the community in collaboration with RENA and other Rogers Road leaders.	<ul style="list-style-type: none"> <li>• Collaborated extensively with RENA and other Rogers Road leaders to develop strategy for furthering neighborhood interests</li> <li>• Surveyed 168 residents to gather information about their interests and aspirations regarding infrastructure, transportation and community center programming.</li> </ul>
To reach and engage owners of all 86 parcels identified in the historic Rogers Road plans in discussions about implications of potential development after sewer installation.	<ul style="list-style-type: none"> <li>• Engaged in one-on-one discussions with owners of 72 of the 86 parcels identified in the historic Rogers Road plans</li> </ul>
To engage, preserve, and organize the history of the Rogers-Eubanks community.	<ul style="list-style-type: none"> <li>• Organized and providing internal filing system for our assigned portion of Rogers Road Archives</li> </ul>
To help residents prepare for sewer installation and begin discussions about broader community development frameworks that would help protect and preserve historic Rogers Road and lay the groundwork for proactive participation in future development conversations and plans.	<ul style="list-style-type: none"> <li>• Engaged 168 residents in one-on-one discussions to update them about the sewer installation process</li> <li>• Assisted RENA with developing a Community Unity Board which will provide the basis for future conversations about broader community development framework</li> <li>• Organized community consultation session to build links between community leaders and OWASA contractor URS</li> </ul>
To provide technical support to RENA and the three jurisdictions to meet broad-based goals in timely and comprehensive manner.	<ul style="list-style-type: none"> <li>• Worked with RENA to develop Community Unity Board</li> <li>• Developed template and process for <i>Baja News</i></li> <li>• Consulted with OWASA on community outreach strategy for the pre-survey process</li> <li>• Assisted OWASA with the pre-survey process by collecting signed permission slips</li> <li>• Provided OWASA contractor URS with maps and preliminary analyses of the proposed sewer lines</li> </ul>

To synthesize data, feedback, and strategies in forms that will be useful for the Rogers Road community, Orange County, the Town of Chapel Hill, and the Town of Carrboro.

- Collected survey data (including community center needs & volunteer offers) for 168 residents into a contact management database which the Rogers Road community can use in their ongoing work.
- Produced maps & tables synthesizing data findings, included in this report

## APPENDIX 4: COMMUNITY UNITY BOARD MEMBERSHIP AS OF OCTOBER 2014

Neighborhood	Captain	Contact Information
Tallyho	Tracy Kuhlman	tckuhlman@nc.rr.com 919-270-9766
	Laura Wenzel	919-428-6296 lurakaywenzel@gmail.com
Rogers Road	Carlissa Giles	1803 Purefoy 919-985-5125
	Courtney Gray	1803 Purefoy 703-470-9031
	Bishop McMillian	8009 Rogers Road imacmill@bellsouth.net 919-942-8472
	RENA Representative	Robert, David, Rose
	Barbara Hopkins	1715 Purefoy Road 919-240-8947
Phoenix Place	Barbara Redmond	barbara.redmond@duke.edu
	Jessie Prayder	919-428-6148
	Teresa Thompson	107 Phoenix Place
	Ms. Peppers	Lizzie Lane 919-960-6926
	Zan M. Maung	114 Phoenix Place zanwinmaung@yahoo.com 919-618-8506
Rusch	Mr. Martinez	
Homestead Place	Raphael Reyes	105 Jubilee Drive 919-923-0341
Zeiger	Linda Parson	109 Zeiger Lane 919-929-7949
Billabong	Manju Rajendran	Manju.rajendran@gmail.com 919-618-0442

### *Leadership*

Chairs: Barbara Redmond

Co-chairs: Courtney Gray-Purefoy; Carlissa Giles

Secretary: Courtney Gray-Purefoy; Carlissa Giles