

Boston-Thurmond Neighborhood Survey Key Findings Report



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..... Thank You

Boston-Thurmond is a historically African American, diverse, and thriving community in the heart of Winston-Salem. While relationships between agencies and community have been developing, there is still work to be done. The goal of the Boston-Thurmond Community survey effort was to build authentic relationships with neighbors, share lived experiences, and discuss successes and challenges faced by the community. As collaborative community efforts continue to expand, we hope that the work leads to deeper discussion around actionable efforts, and inclusion for all Forsyth County neighbors as the community continues to grow.

We want to thank the neighbors of the Boston-Thurmond community for their time, willingness to open their doors to our volunteers, and for sharing their knowledge and experiences. This report is only possible because of the Boston-Thurmond community, and we hope to continue to engage collaboratively, in the promotion of neighborhood sustainability, growth, and autonomy.

Thank you!

Action and Connection

We recognize that continuous engagement and communication is vital to organizing and investing in our community. Connecting with neighbors of the Boston-Thurmond community fosters relationship building, and also offers the opportunity for community-based advocacy and organizing. While the survey effort was only intended to learn more about experiences of neighbors, and to build capacity for the neighborhood association; It also offers organizations an opportunity to engage in meaningful discussion with community and work towards a more equitable and inclusive framework in decision making processes.

Potential Benefits of Community-Based Survey Data Collection

- Relationship building
- Begin to build local data sources
- Equity and inclusion in decision-making processes
- Shift in power dynamic and transparency in agenda
- Sharing of structured and unstructured knowledge

Potential Limitations of Community-Based Survey Data Collection

- Developing and maintaining genuine relationships and trust
- Organizational motivations and agendas
- Application and funding to support rigorous sampling methodology
- Communication of survey findings

PROCESS OVERVIEW

The Boston-Thurmond Neighborhood survey was a co-created collaborative effort between community leaders, residents, and organizations. The goal of the effort was to strengthen relationships, explore lived experiences, better understand what neighbors hope to see as the community continues to grow, provide some insight into community beautification efforts, and build capacity for the neighborhood association. The survey questions were not intended to support any one development or planning model outside of community based efforts.

Between September and October of 2016, a survey steering committee consisting of community members and agency partners, assisted with the development and selection of specific survey sections and questions. Sections were categorized by focus or issue area based on community conversations, and shared experiences from community and agency partners.

Focus areas include, neighborhood, housing, food access, health and wellness, income and employment, life span and development, and transportation.

Engagement
with Key
Stakeholders

Survey
Development and
Pilot

Survey
Administration

Data
Analysis

Neighborhood
Discussion
on Report
Results

Ongoing
Presentations

QUESTIONS AND DATA REQUESTS?

SURVEY METHODOLOGY

The survey tool consisted of general open ended response, multiple-choice, and Likert-scale items. Some survey questions were modified from existing survey tools to measure constructs related to food access, income, employment, and health status. Survey items were reviewed for face validity, piloted with 12 participants, and necessary modifications were made to improve consistency and clarity.

A total of 195 surveys were included in the analysis with 5 survey forms removed due to multiple missing variables and age eligibility requirements. Adjustment weights were applied to account for overrepresentation by gender. Qualitative data was analyzed by two independent reviewers to determine relevant themes present in survey responses.

Caution should be used when comparing survey findings to whole population estimates due to potential error. Data may be useful as neighborhood level indicators to inform action efforts and encourage collaborative community-based exploration. Cause and effect conclusions should not be drawn from findings.

Survey responses may only represent the views and opinions of the individual respondent per household from the Boston-Thurmond community and boundaries within census tract 3.01 and 3.02.

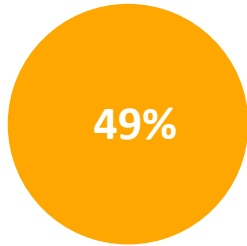
Jessica J. Cannady , MS,

Imagine Forsyth Data Analyst | Forsyth Futures
(336) 701-1700 x105

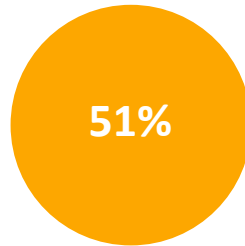
THE COMMUNITY



Total estimated number of neighbors



Individuals who identify as female



Individuals who identify as male

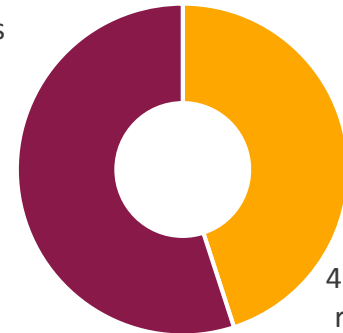
- There are an estimated 1500 total occupied housing units in the community
- An estimated 1,135 Children between 0-17 live in Boston-Thurmond
- An estimated 654 households have one or more individuals 60 years or older.

Neighborhood demographics are based on American Community Survey 5 year estimates for census tracts 3.01 and 3.02 corresponding to the neighborhood boundaries of Boston-Thurmond

<https://factfinder.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>
Census does not currently track trans and non gender conforming statuses. Please be cautious when using population estimates as there is the potential for error.

Survey Respondents' Basic Demographics

55% of households without children present



45% of households reported children present

42% of respondents were 60+



Female
61%

Male
39%

KEY FINDINGS

Neighborhood

76% of neighbors would like to lead and or participate in neighborhood action efforts

66% of individuals are not satisfied with social event and activities available in the community

44% of individuals do not feel connected to their neighbors

88% of respondents would be willing to share their gifts, skills, and talents.

49% of respondents stated that open parks and recreation were most important to them as the community continues to grow.

Food Access

44% of individuals reported sometimes or more worry or stress about the cost of healthy food.

43% of individuals purchase the majority of their food from Food Lion.

Health and Wellness

61% of respondents indicated that they are satisfied with their own individual health/wellness.

45% of respondents stated that they experience some instances of low mood, depressive symptoms or negative feelings.

Housing

67% of respondents would like to see more single family housing.

Key findings from the overall survey were selected based on the following criteria:

- Prevalence of positive or negative perception
- Recurring themes present in qualitative responses
- Relevance to focus areas

Neighborhood & Community

Where people live impacts many aspect of their lives. These impacts include our day to day interactions, access to goods and services, general well-being, and even our sense of community and involvement.

The Neighborhood and Community section focused on neighborhood and community perceptions, successes and challenges, and connection to fellow neighbors.

Findings about lived experiences, and top concerns also highlight potential opportunities for collaboration and support.

What are unique characteristics about Boston-Thurmond?

- Community Engagement/Activities
- Landscape/Green Space
- Historical landmarks/Architecture
- Long Standing neighbors
- Community Schools
- Quiet
- Faith-based Institutions

If you had a magic wand, what would the community look and feel like?

- Improved housing
- Quiet/Safe
- Beautification and clean community
- More community engaged activities
- Access to retailers
- Increase church involvement.
- Activities for youth
- Transportation availability

What do you dislike about the community?

- Illegal activity /dumping
- Limited Affordable housing
- Lack of Traffic calming/road repairs
- Limited street lighting
- Vacant homes
- Limited community activities
- Housing condition
- Transportation Options
- Access to grocery store
- Noise

What would make the community a better place to live?

- Activities for youth
- Community engagement and activities
- Affordable housing
- Access to jobs
- Beautification/Green space in community
- Community watch
- Increase transportation options
- Access to fresh food
- Housing improvements & affordability
- Safety
- Traffic calming and road improvements
- Waste removal

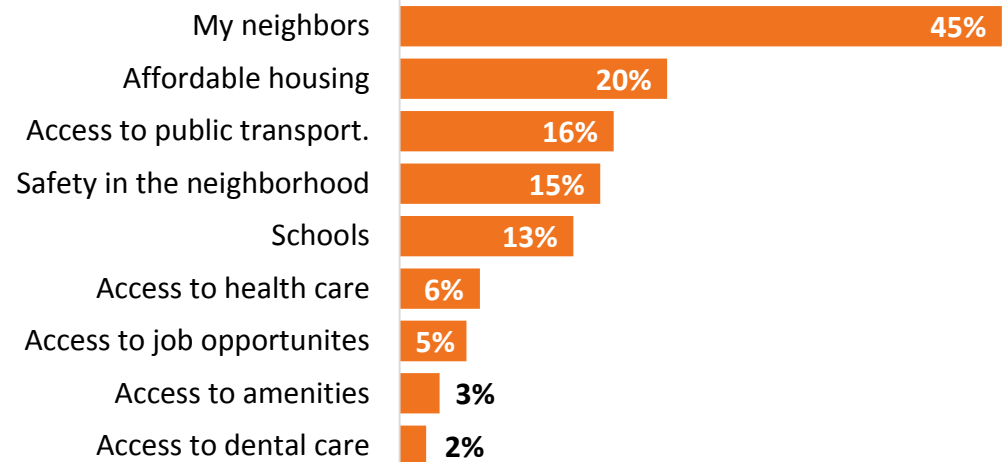


Qualitative Discussion

Neighborhood & Community

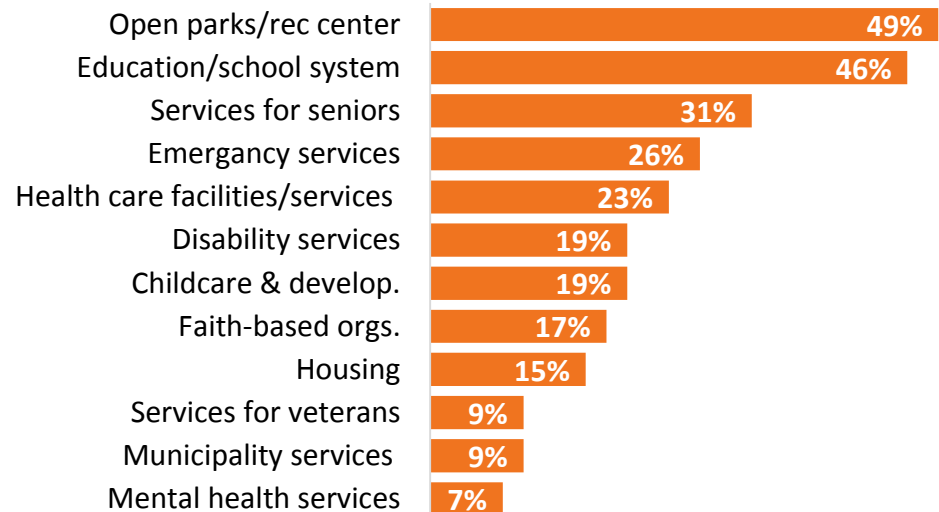
What do you like best about your community?

Neighbors reported that their neighbors (45%), affordable housing (20%), access to public and transportation (16%) were what they liked best about the neighborhood.



What services or entities are most important to you in your neighborhood as it grows?

Neighbors reported that parks and rec centers (49%), schools (46%), and services for seniors (31%) were the most important entities in the neighborhood as it grows.



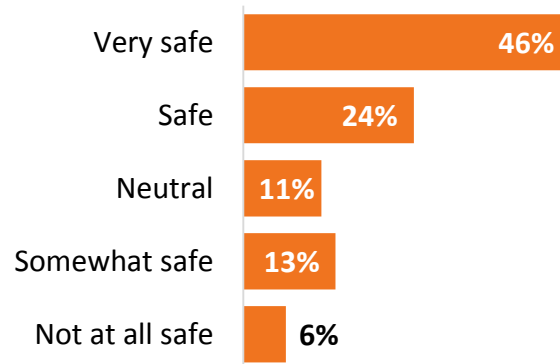
What would make you feel safer?

- Enhanced police service
- Community watch
- Neighborhood connection
- Reduction in vacant homes
- Home Security
- Street Lighting
- Traffic calming
- Reduce Illegal activities



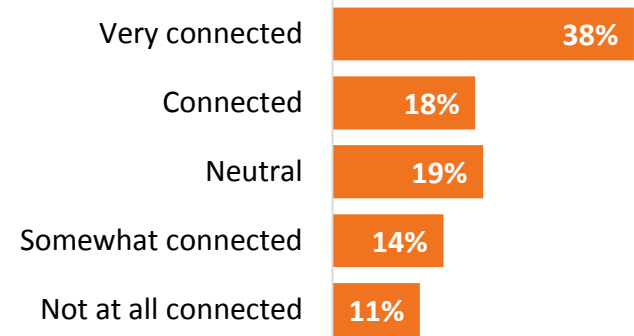
How safe do you feel in your neighborhood?

70% of neighbors reported feeling very safe or safe in the neighborhood.

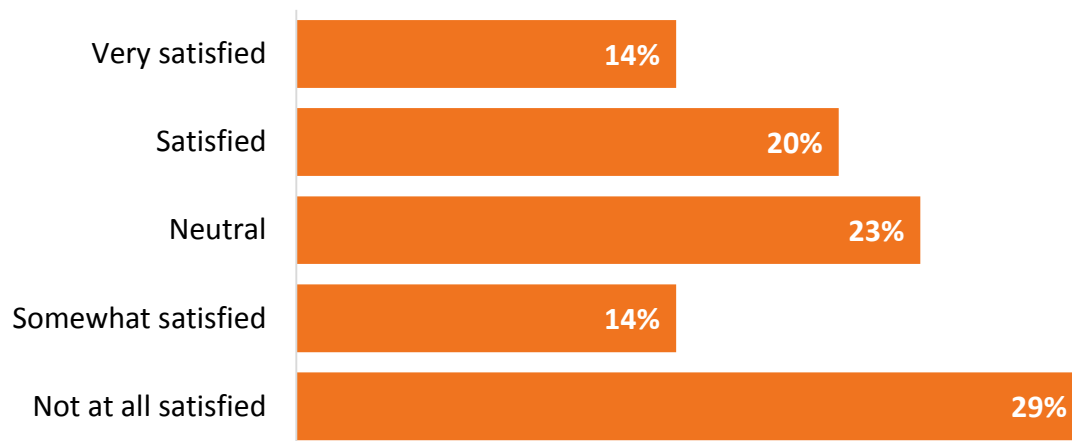


How connected do you feel to your neighborhood and neighbors?

56% of neighbors reported feeling very connected or connected to their neighbors and the neighborhood.

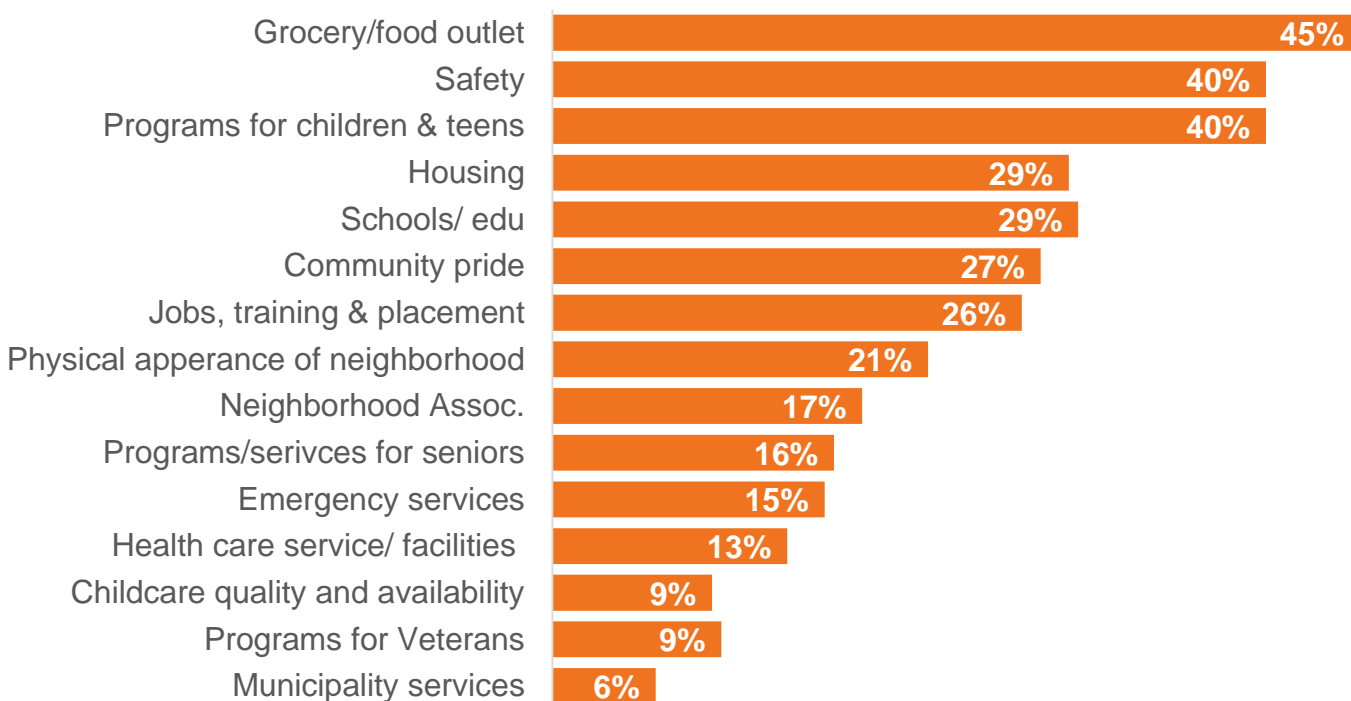


On a scale of 1-5, how satisfied are you with the number of social events and activities in your neighborhood?



43% of neighbors reported feeling dissatisfied with the number of social event and activities in the neighborhood, while another 34% reported some level of satisfaction.

What are your top concerns about Boston-Thurmond?



Neighbors reported that their top concerns for the neighborhood were grocery/food outlet, safety, programs for children and teens.

Neighborhood & Community

Would you be willing to share your gifts, skills, and or talents with the neighborhood?

88% of neighbors are willing to share their gifts, skills, and or talents with the community.



Would you be interested in participating on a team to help shape the future of the neighborhood?

76% of neighbors participating in the survey effort said they are interested in leading and participating in efforts to help shape the future of the neighborhood.



A man wearing a blue t-shirt and a brown baseball cap with 'ABC' on it is working on a brick wall. He is using a tool to lay bricks. The background shows a house with a white porch and a blue door. The scene is outdoors with trees and a clear sky.

Housing

Housing availability, condition, and cost can have a major impact on a community and its neighbors. While pathways to homeownership are essential, options to improve or sustain housing conditions, and affordability of rental housing are also important aspects of housing topics to address.

The housing section shares insights into what neighbors currently like, how individuals perceive housing affordability, and the type of housing neighbors hope to see as the community continues to grow.



Qualitative Discussion

If you could change something about your housing, what would it be?

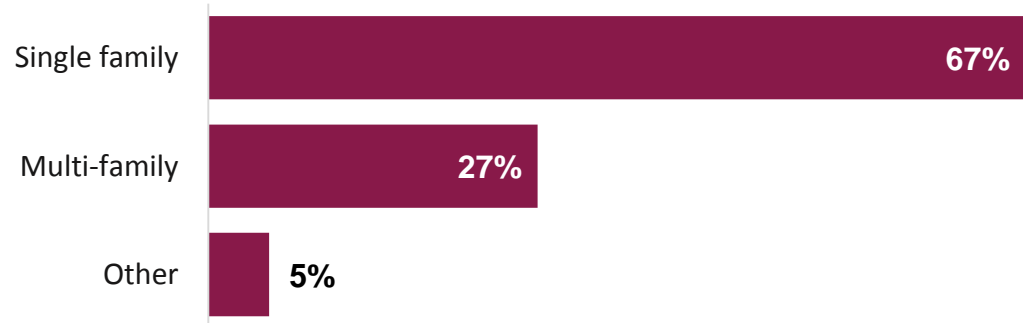
- More space
- Beautification/cleanliness
- Safety/Security
- Structural/renovations
- Outdoor/Landscaping
- New location

Food For Thought

Deeper discussion among neighbors throughout the community may be useful in order to better understand differences in housing satisfaction and condition.

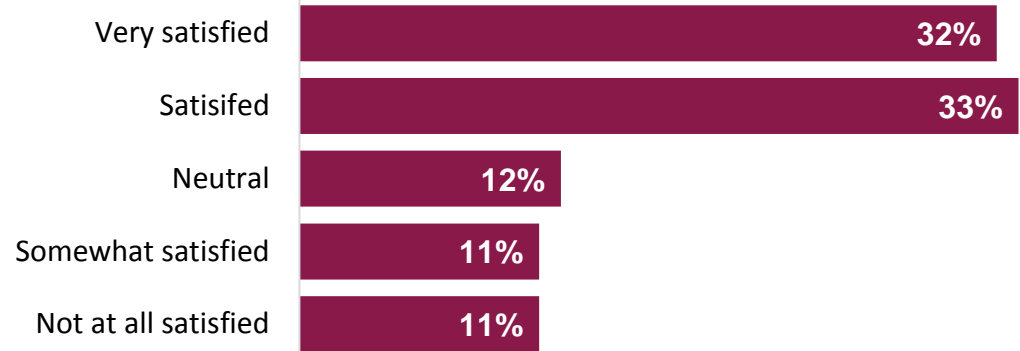
What type of housing would you like to see in the neighborhood?

67% of neighbors participating in the survey effort said they would like to see single family housing as the neighborhood continues to grow.



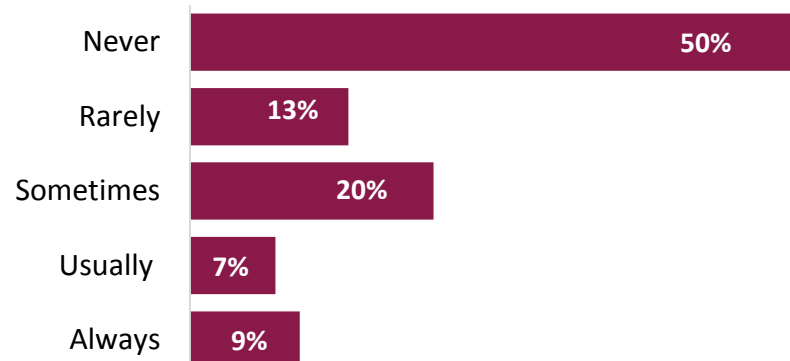
How would you rate your current satisfaction with your housing conditions?

65% of neighbors participating in the survey said they are satisfied with their current housing conditions, while 22% of neighbors reported some form dissatisfaction with their housing condition.



How often in the past 12 months would you say you were worried or stressed about having enough money to pay rent/mortgage?

50% of neighbors participating in the survey effort reported no worry or stress related to their rent or mortgage, while another 36% of respondents reported some form of worry or stress related to rent or mortgage.



A person with long hair is holding a clipboard and looking at it. In the background, there is a house with light-colored siding and a window. The scene is outdoors with some greenery and a bright sky.

Food Access

What people eat impacts their health, development, and general well-being. Food choice can be linked to immediate availability and options in the communities in which people live. However, when options are limited due to cost, distance, and or the quality, individuals may be more likely to consume energy-dense foods with limited or no real nutritional value. Food deserts, characterized as households or communities more than one mile from a grocery store or food outlet that sells produce, create additional barriers for individuals and households with limited resources.

The food access focus area is about individual and household access, cost strain, and healthy food consumption.



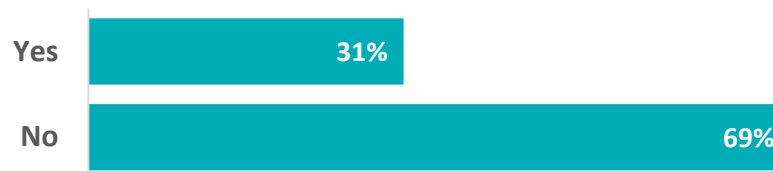
Qualitative Discussion

If you experience difficulty accessing healthy food, what are some of the reasons why?

- Food desert
- Unaffordable/Food Cost
- Lack of transportation
- Limited community gardens
- Distance to access fresh food

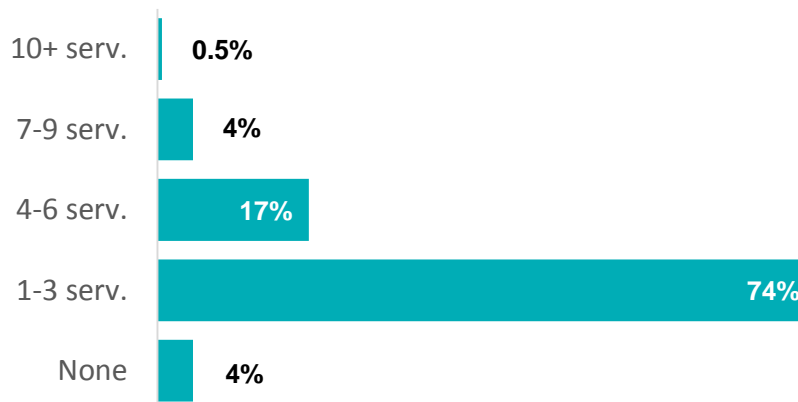
Is it difficult for you to find healthy?

69% of neighbors said they do not have difficulty accessing healthy food, while 31% of neighbors reported some difficulty.



How many servings of fruits and vegetables do you eat per day?

74% of individuals reported 1-3 servings of fruits and vegetable per day or less, while only 22% reported eating the recommended 4 or more servings a day.



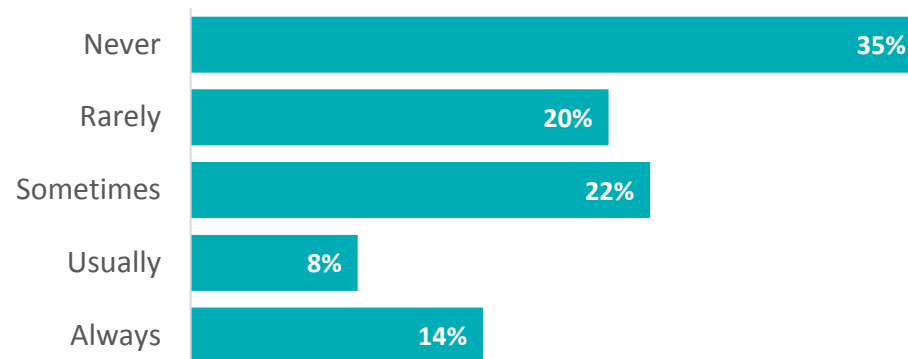
Food For Thought

Opportunities to learn and share more about healthy dietary habits may further inform community led efforts to impact health outcomes.

Food Access

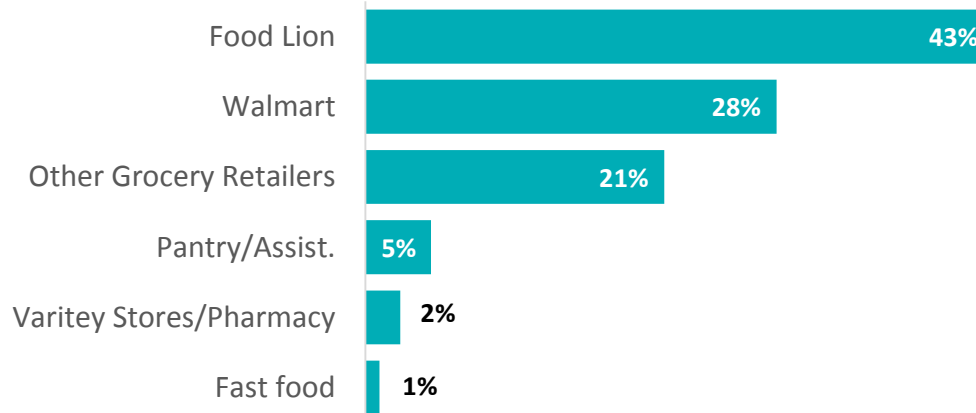
How often in the past 12 months were you worried or stressed about having enough money to buy nutritious meals?

44% of neighbors reported that at least occasionally they were worried or stressed about having enough money to buy nutritious meals.



Where do you get the majority of your food?

43% of neighbors reported Food Lion as the place where they get the majority of their food.



Food For Thought?

Varying distances to food outlets as well as transportation access can impact differences in reported healthy food access



Health & Wellness

Health and wellness like many focus areas discussed are interrelated. Whether it be food access, diet, management of chronic illnesses, or location of healthcare facilities.

The health and wellness focus area is about individual experiences related to access to health care, self-reported instances of low mood, as well as satisfaction with overall health.



Qualitative Discussion

If you experience difficulty visiting a primary care doctor what are potential reasons why?

- Cost/Insurance
- Physical limitations
- Quality with service/care
- Transportation/distance
- Schedule
- Fear

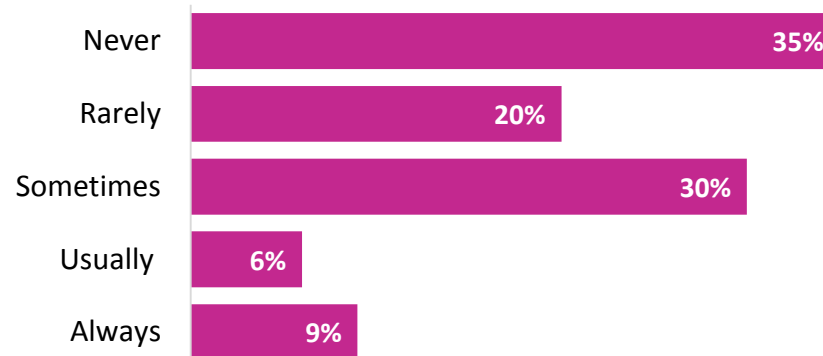
Do you have difficulty visiting the doctor to discuss health concerns?

86% of neighbors reported no difficulty visiting the doctor to discuss health concerns.



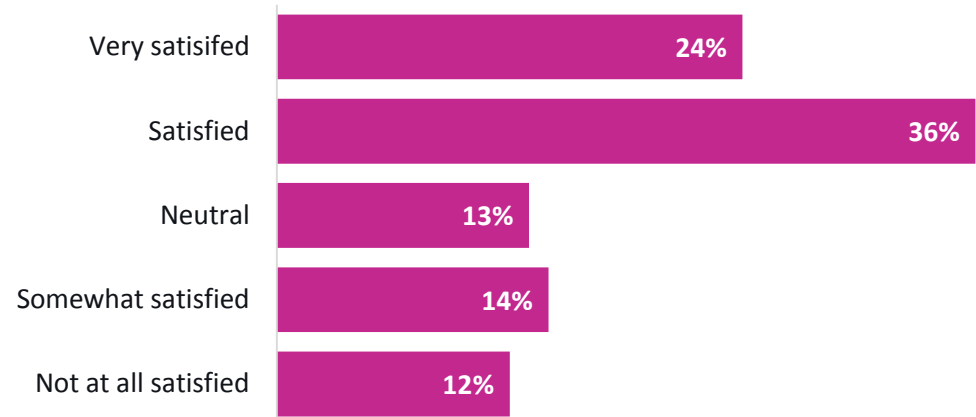
How often do you have negative feelings such as blue mood, depressive symptoms, despair, or anxiety?

55% of neighbors reported rare instances of low mood, while another 45% reported some instance of low mood.



How satisfied are you with your overall health/wellness?

61% of neighbors reported some level of satisfaction with their overall health/wellness



Food For Thought?

Are there opportunities to engage in deeper discussion with community, health care providers, as well as the school system around health and wellness promotion and advocacy throughout the life-span.



Transportation

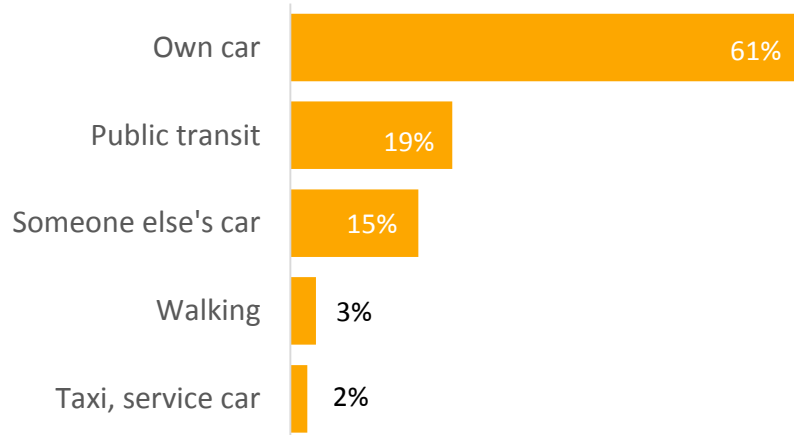
The ability to get to and from desired locations for goods and services plays a vital role in household and general wellbeing.

The transportation section is about general experience of neighbors, ongoing organizing and opportunities to inform transportation efforts with the greater community.

Transportation

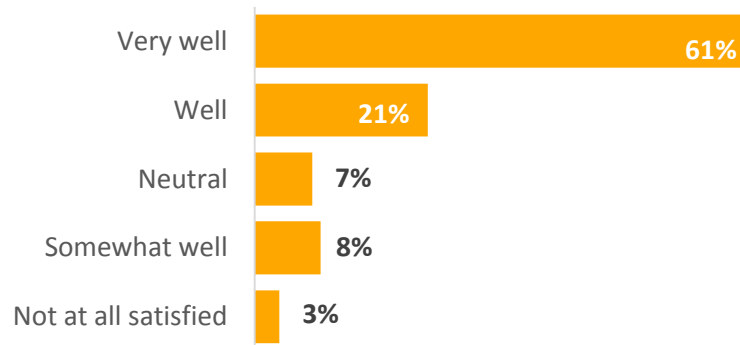
What is your main mode of transportation?

61% of neighbors participating in the survey effort reported their own car being the main form of transportation, while 19% reported the use of public transportation.



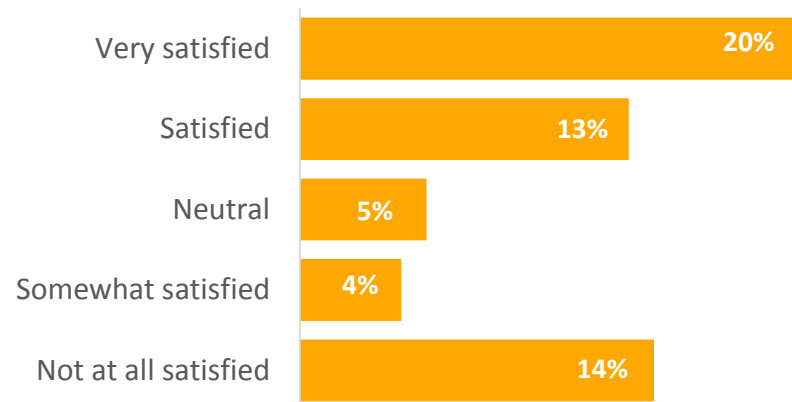
How often are you able to get to and from your desired destination?

The majority of neighbors reported being able to get to and from their desired location very well.



If you utilize public transportation, how satisfied are you with your public transportation options/services?

33% of individuals reported some level of satisfaction with the public transportation services.



Food For Thought

How might individuals with limited transportation access as well as the community as a whole, benefit from deeper discussions around transportation access enhanced transportation services.

The background of the slide is a photograph of a brick building, likely a school, partially obscured by large, leafy trees. The scene is brightly lit, suggesting a sunny day. The text is overlaid on a semi-transparent white rectangular area.

Life-Span & Development

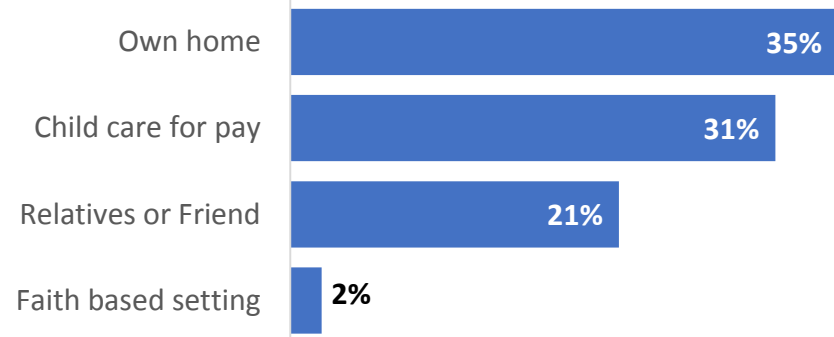
The Life-Span and Development section is about individual experiences and satisfaction as it relates to childcare services, schools, and role of multigenerational influence in the community. There is a wealth of knowledge, gifts, skills, and experiences to be shared among communities, especially those with diverse aging populations.

One goal of this survey is to begin creating more connections between neighbors and neighborhood efforts that are meant to increase social supports, activities, and programs with the community.

Life-Span & Development

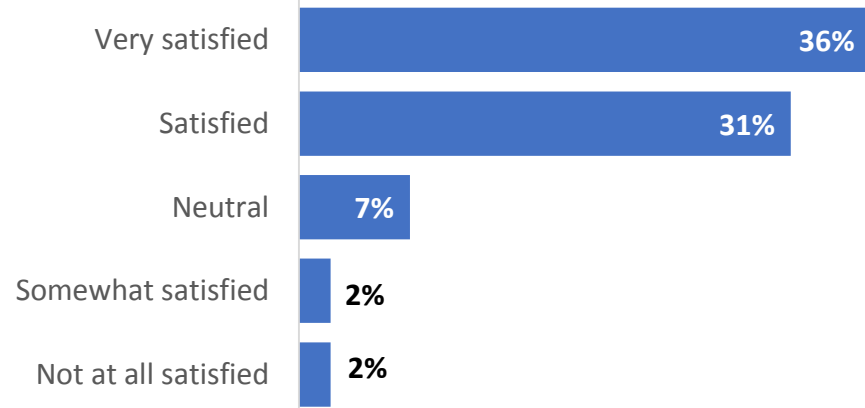
If you have a child or children 0-4 years of age, what type of child care services do you use?

35% of individuals with children between 0-4 years old reported the use of childcare within their own home.



If you utilize child care for your child or children age(s) 0-4 years old, how satisfied are you with the care and services provided?

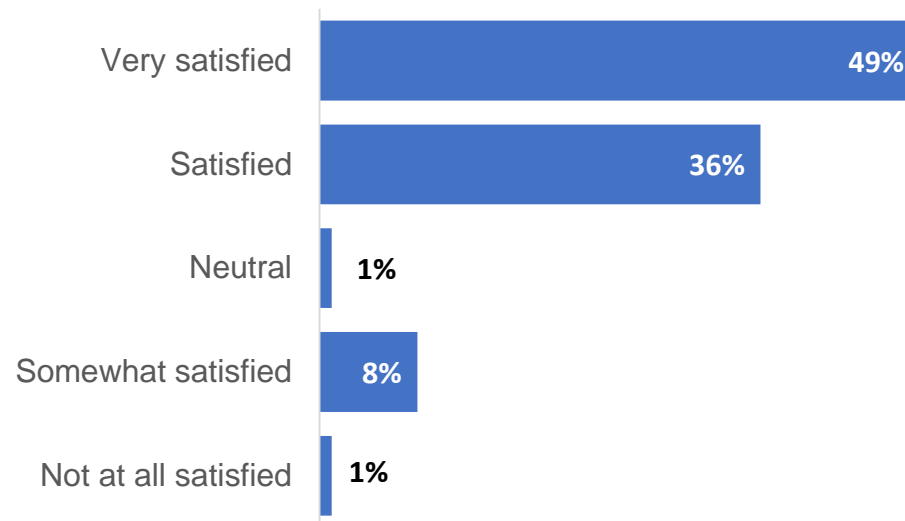
67% of neighbors with children between 0-4, reported some level of satisfaction with childcare used.



Food for Thought

Are there engagement opportunities for individuals utilizing home-based child care? How might this enhance and or build social networks and supports for families?

If your child or children are school age (5-17 years old), how satisfied are you with the school they attend?



85% of neighbors with children between 5-17 years old reported some level of satisfaction with the school their child attends.

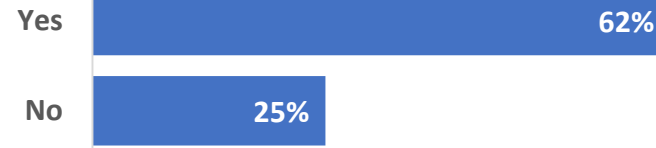
Do you believe senior citizens have a voice in the community?

78% of neighbors believe senior citizens have a voice in the community.



Do you believe veterans have a voice in the community?

62% of neighbors believe veterans have a voice in the community.



Food for Thought

Are there community-based opportunities to engage individuals throughout the lifespan?



Income & Employment

Income and employment opportunities impact many aspects of household and community stability. We wanted to learn more about hourly employment satisfaction, perceived employment opportunities, as well as retirees present in community.



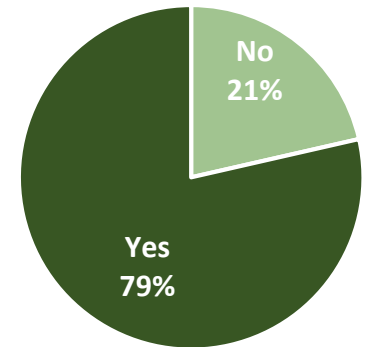
Qualitative Discussion

If unemployed, what may have prevented you from working?

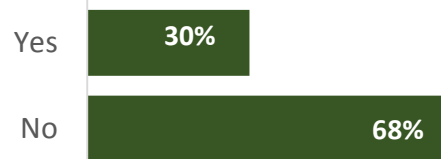
- Chronic health condition
- Retired
- Disability requirements
- Temp service agency
- Assistance requirements
- Caring for family members
- Physical limitations
- Maternity leave

Are you satisfied with the amount of hours you are working if currently employed?

Of the neighbors surveyed, 55% reported satisfaction with the amount of hours they currently work.

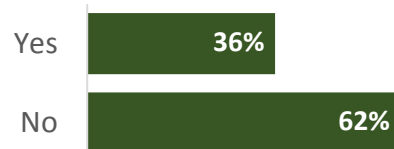


Are you retired?



30% of the surveyed neighbors were retired.

Are you currently receiving disability support/income?



36% of neighbors engaged in the survey effort reported receiving some form of disability support/income.

Food for Thought

What economic opportunities are present with community?

Moving Forward

While the neighborhood survey yielded responses related to a number of successes as well as challenges in community, there is still more to learn as it relates to effectively collaborating and working together. Community and neighborhood-based survey efforts provide an opportunity for neighbors and organizations to engage in meaningful discussion, continue to build genuine relationships, and uncover equitable and effective communication strategies.

So where do we go from here?

- Identify community organizing opportunities
- Neighborhood conversations
- Connect and support existing community efforts and the Neighborhood Association
- Connect with neighbors
- Build strategies that support equitable decision making processes in planning
- Accountability analysis of community planning efforts
- Review the Our Boston-Thurmond Neighborhood Plan

Community & Institutional Partners



- The Greater Boston-Thurmond Community
- The Boston-Thurmond Neighborhood Association
- NBN Resident Leaders
- Habitat for Humanity of Forsyth County
- Collegiate Challenge Volunteers
- Imagine Forsyth
- Neighbors for Better Neighborhoods
- Forsyth Futures
- Winston-Salem Foundation

Steering Committee



Pat Caldwell

Diane Fitzhugh

Sandy Stinson

Jessica Cannady

Katy Forrest

Adam Hill

Kristen Hoff

Kenneth Holly

Nakida McDaniel

Kelly Mitter

Renai Wisley

Supporting Resources

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Supporting Resources

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