Greater Fayetteville United

Working to *Bridge our Social Capital GAP*

in Fayetteville and Cumberland County

Greater Fayetteville: My Love, My Home, My Future

Greater Fayetteville United

GFU MISSION

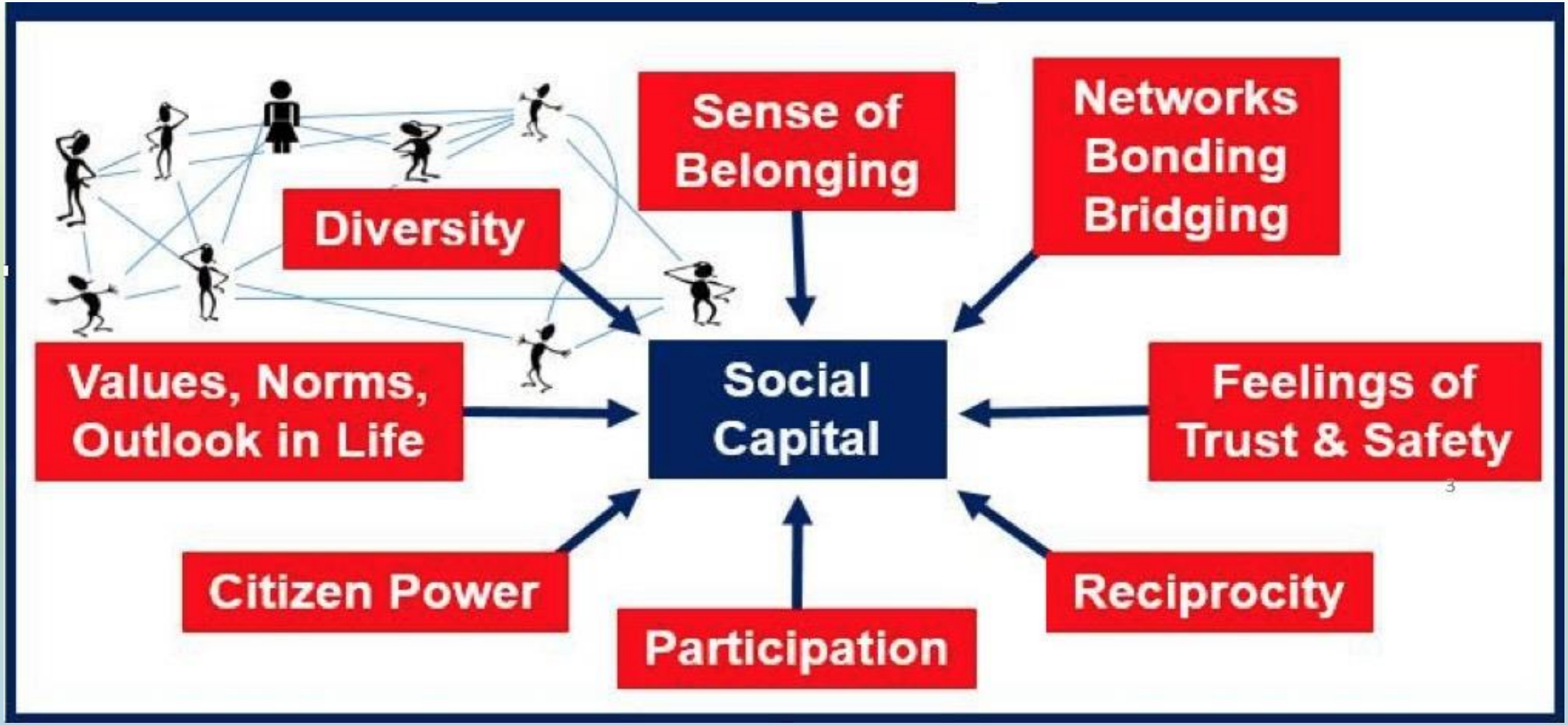
To serve as the convener of community resources and organizations to enhance the quality of life for the greater Fayetteville community through education, cooperation and empowerment.

GFU OVERVIEW

- **Established Over 20 Years Ago**
- **Local Community Non-Profit**
- **Civic and Community Leaders**
- **"Community Convener"**
- **Advances community interests**
- **Meets monthly; 7:30 a.m.**
- **1st Wednesday each month**
- **Kiwanis Recreation Center.**

Working to *Bridge our Social Capital GAP*

Social Capital Overview



Social Capital – It Matters!

Communities with a strong foundation of trust between and among different groups are healthier, thrive economically and educationally, and are more likely to take action to improve their community.

Social Capital Survey– Purpose

>Measure trust among Cumberland County residents

>Improve community engagement

>Improve the quality of life in Cumberland County

>Set a baseline for future surveys.

Greater Fayetteville United brings Community Partners together

Fayetteville Cumberland HUMAN RELATIONS

City of Fayetteville North Carolina

CCF Cumberland Community Foundation, Inc.

FAYETTEVILLE STATE UNIVERSITY

The Social Capital Survey

In May 2017, GFU secured a nationally recognized consultant to conduct a Cumberland Countywide Social Capital Survey:

- ✓ **Randomly selected sample of households**
- ✓ **Survey demographics reflected population**
- ✓ **615 respondents from across the county**
- ✓ **95% Confidence: margin of error +/- 3.9%**

Survey Results to Sustain

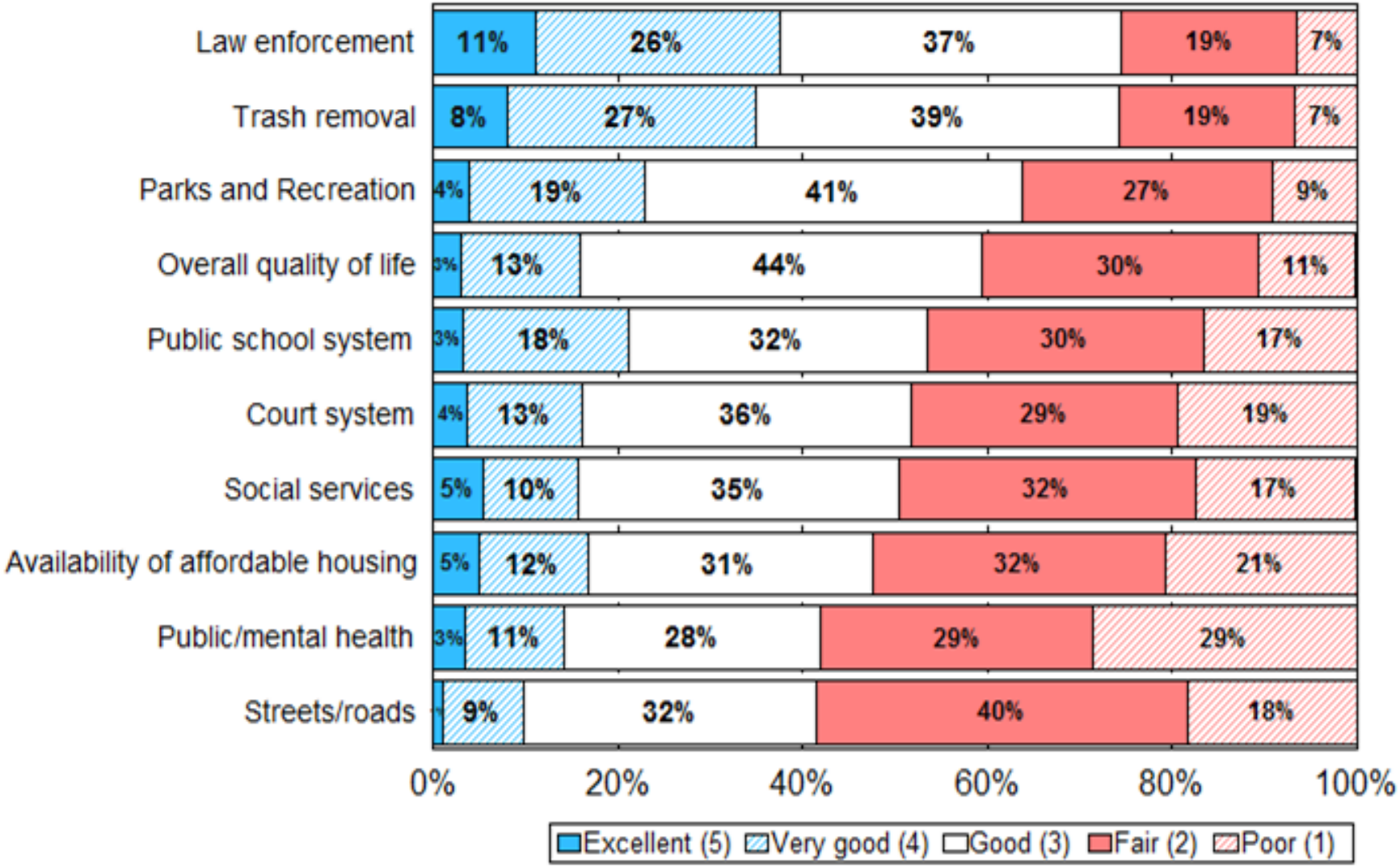
1. Viewed as a positive place for military to live
2. Positive perception of law enforcement
3. High involvement in religious organizations
4. People that are engaged indicated being “very happy” and in “very good health”.

Survey Results to Improve

1. Low view of public & mental health & affordable housing
2. Inflexible/demanding work schedules; lack of info
3. Schools do not have the same resources
4. Inequitable treatment in the justice system
5. Rated poorly as a place to live for disabled, LGBTQ, young adults
6. Low neighborhood & civic engagement
7. Low perception of streets and roads.

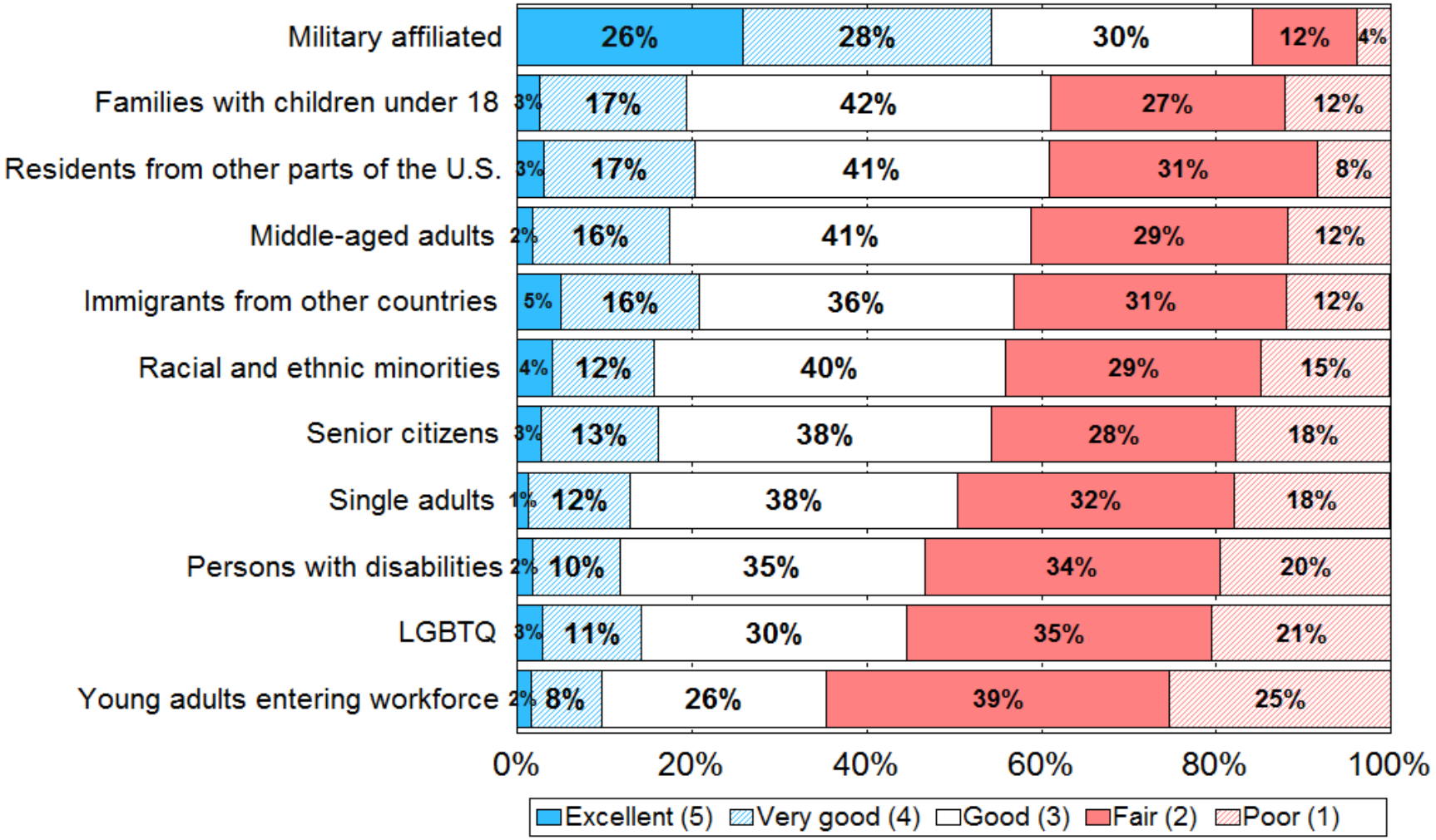
Q27. Perceptions of Cumberland County and Its Municipalities

by percentage of respondents (excluding "don't know")



Q28. Perceptions of Cumberland County & Its Municipalities as a Place to Live for Various Groups of People

by percentage of respondents (excluding "don't know")

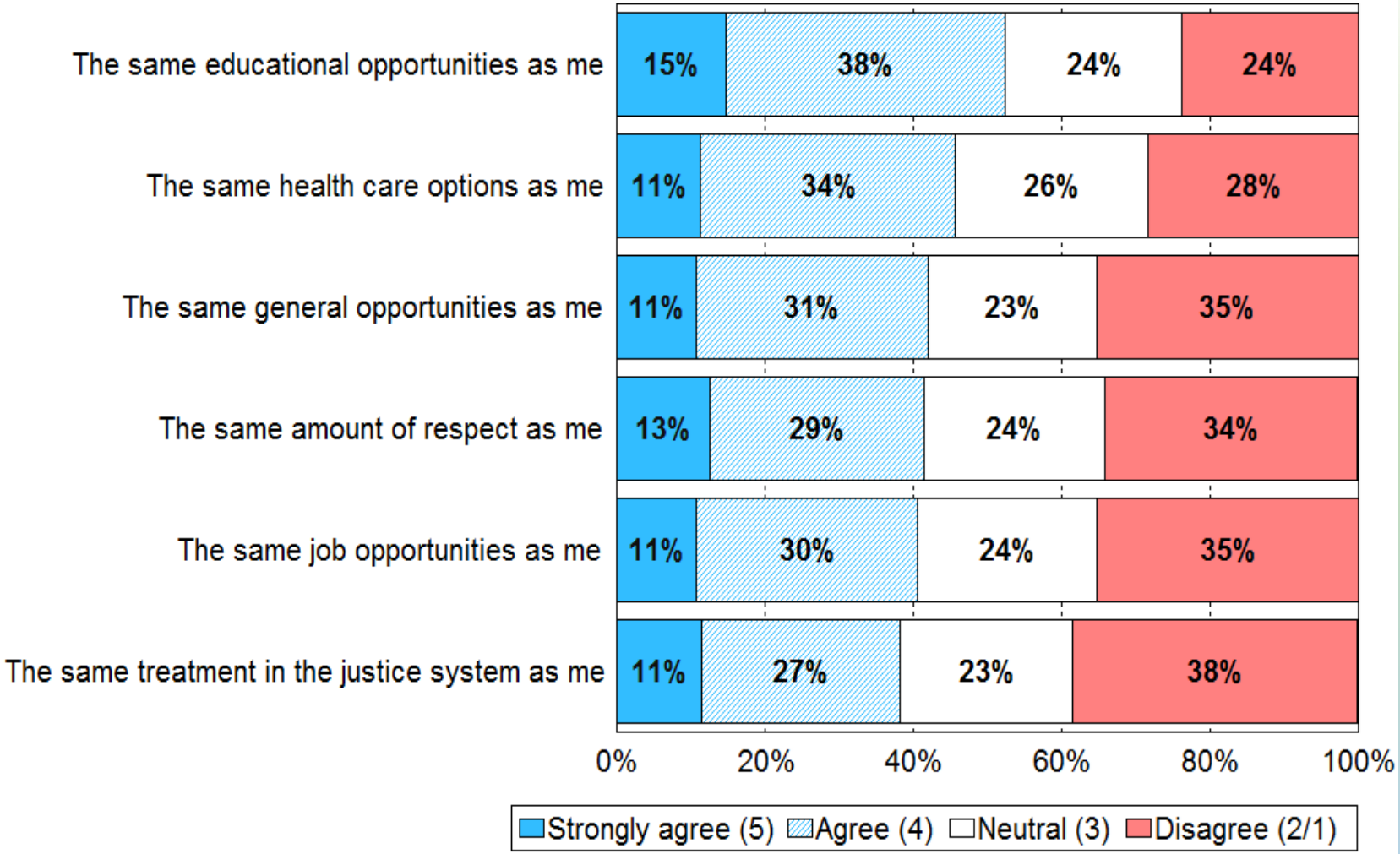


Source: ETC Institute (2017 - Greater Fayetteville United)

Q30. Level of Agreement with Various Statements

by percentage of respondents (excluding "don't know")

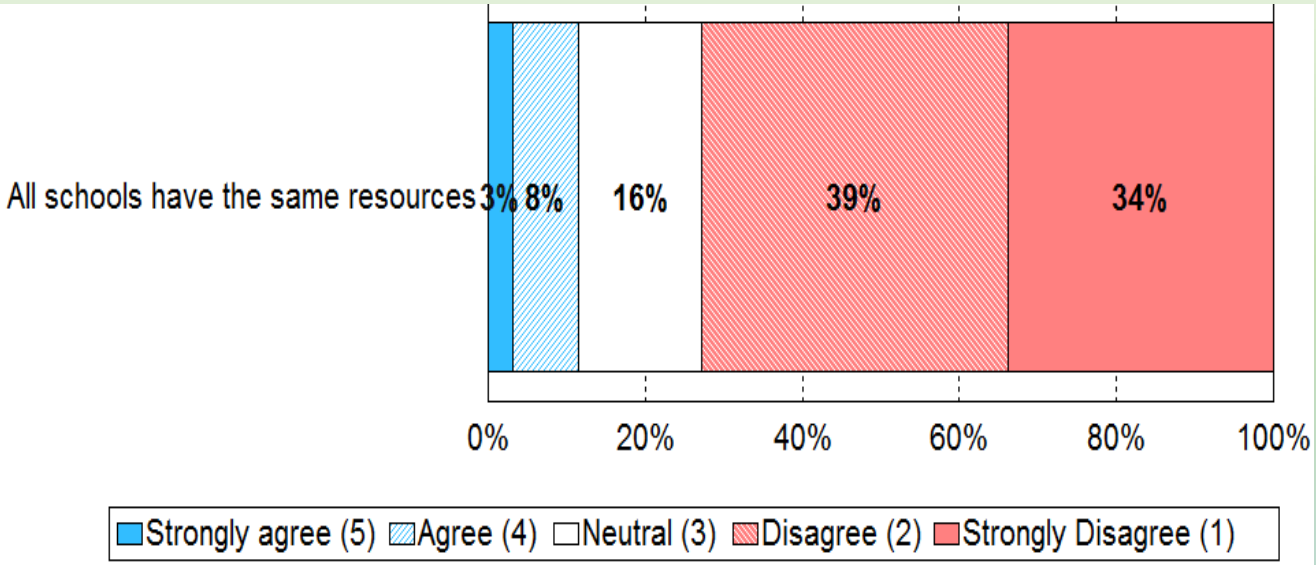
In general, members of different race, cultures, and ethnicities in Cumberland County receive:



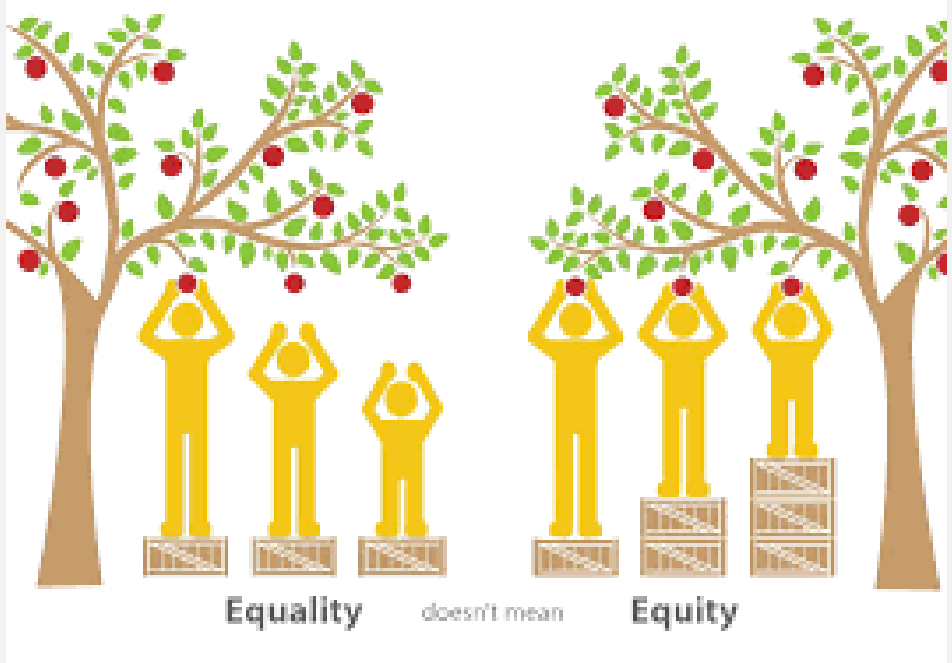
Source: ETC Institute (2017 - Greater Fayetteville United)

Q33. Level of Agreement with Various Statements Regarding the Cumberland County School System

by percentage of respondents (excluding "don't know")



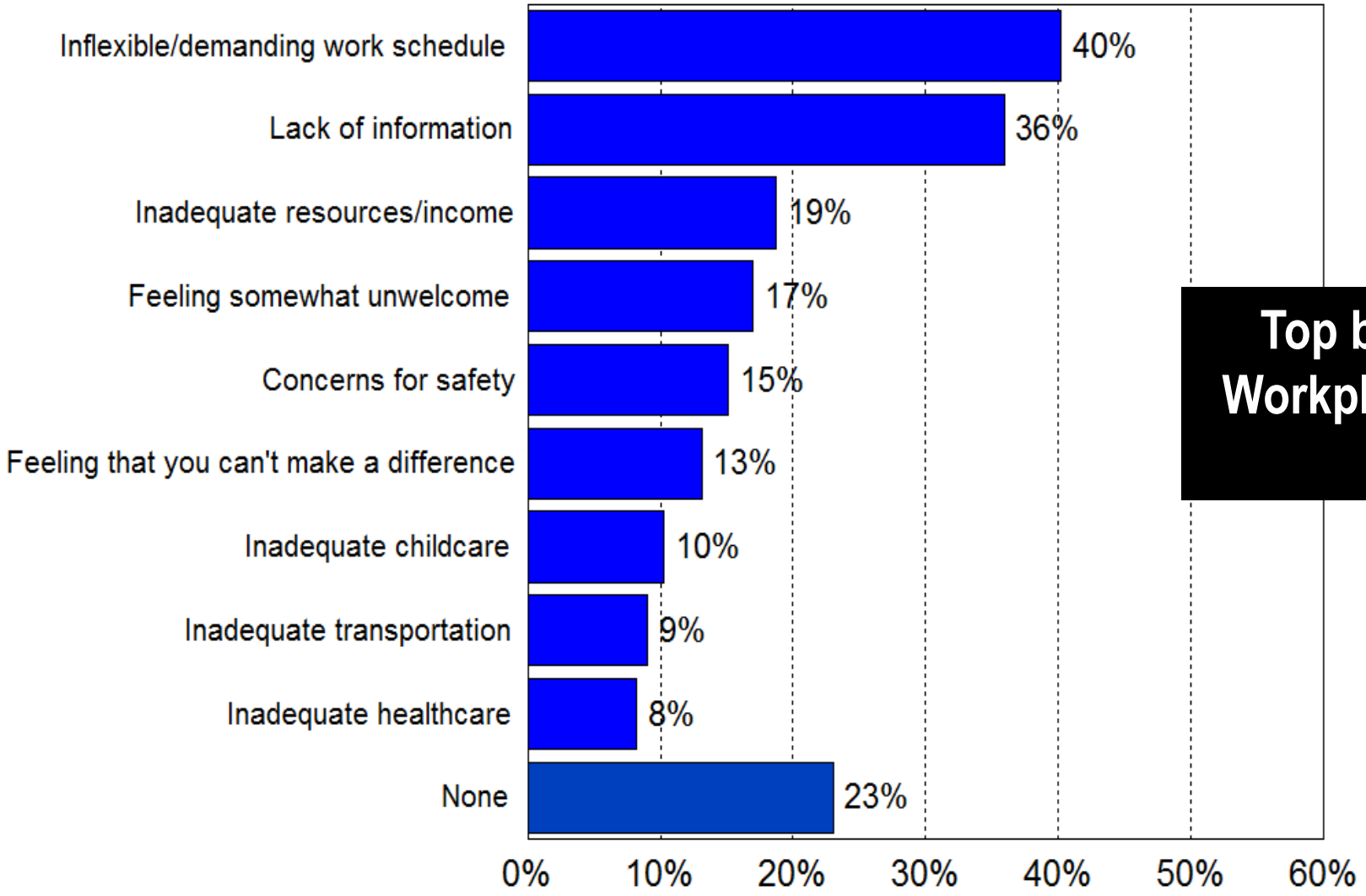
Source: ETC Institute (2017 - Greater Fayetteville United)



73% of respondents indicate they disagree or strongly disagree that all school have the same resources

Q9. Obstacles or Barriers Making It Difficult for Respondents to be Involved With Their Community

by percentage of respondents (multiple selections could be made)

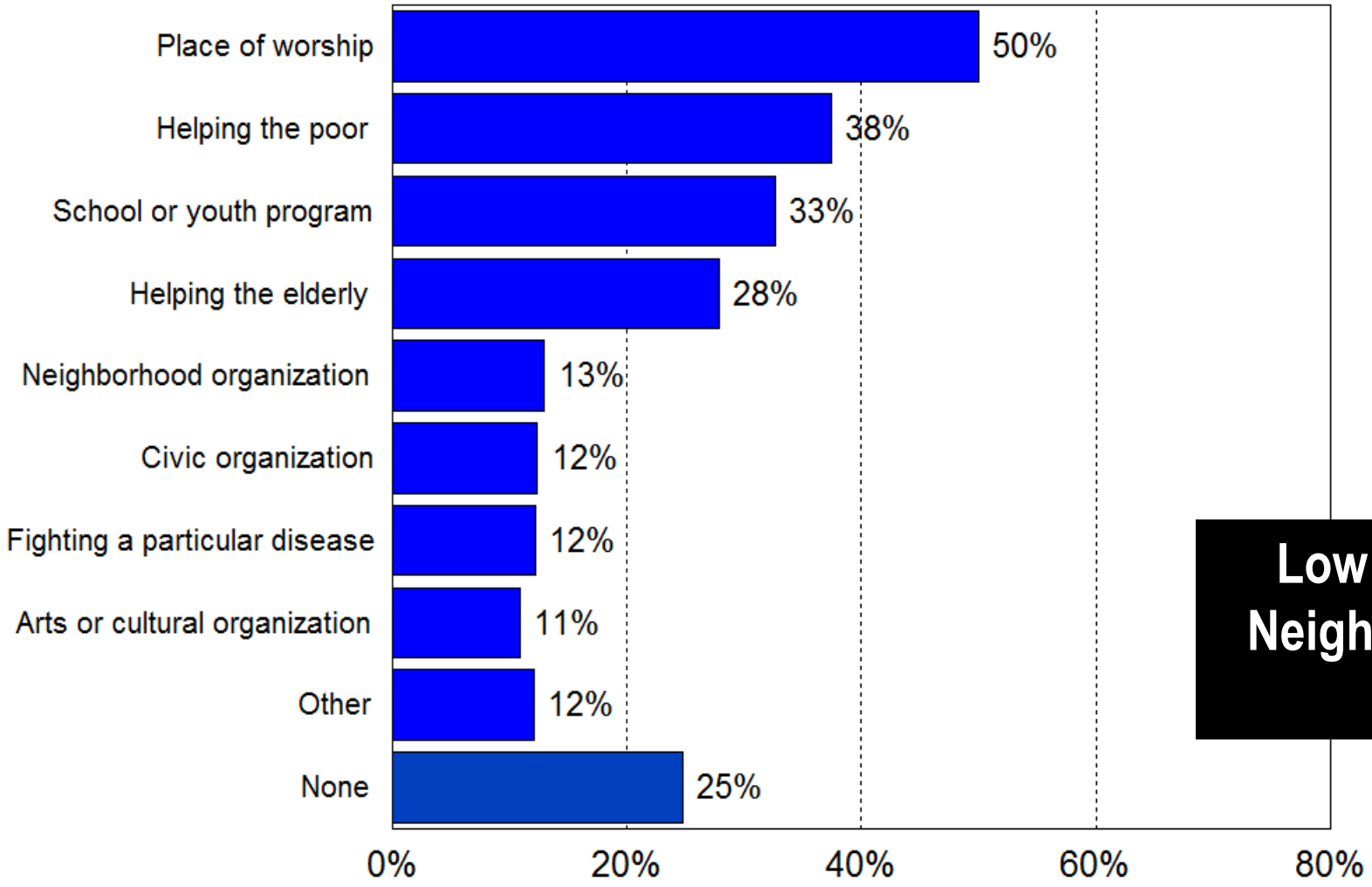


Source: ETC Institute (2017 - Greater Fayetteville United)

Top barriers to engagement: Workplace flexibility and lack of information

Q8. Organizations or Causes That Respondents Have Volunteered to Do Work with in the Past 12 Months

by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2017 - Greater Fayetteville United)

CHOOSING TO PARTICIPATE

The **Power** of Civic Engagement

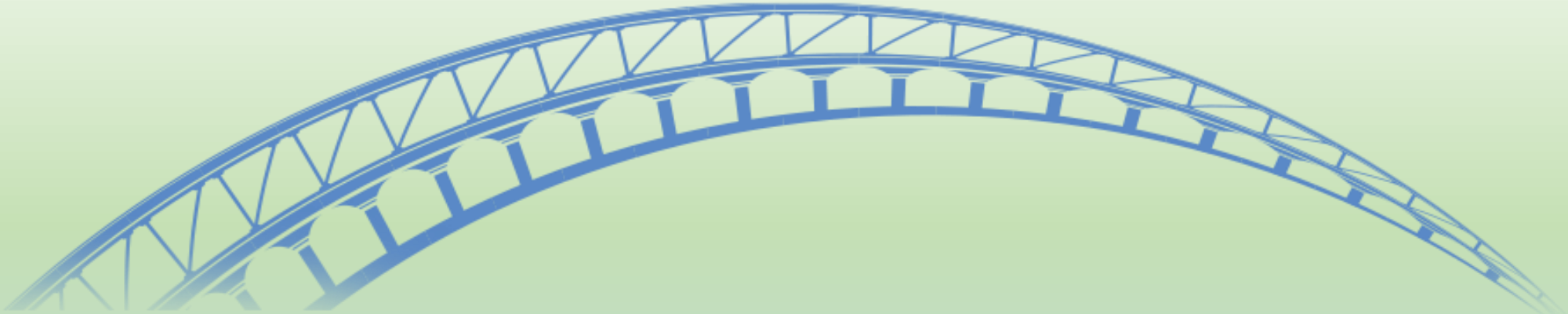
Low Level of Engagement in Neighborhood, Civic and Other Organizations

Who are most likely to be engaged?

1. Those who are more trusting of people in general
2. Those who are more trusting of people in their neighborhood
3. Those who are more trusting of people of other races, ethnicities, cultures
4. Those who have higher involvement in religious organizations
5. Those who are more likely to rate themselves as “Very Happy”
6. Those who are more likely to rate themselves as being in “Excellent Health”
7. Those who are less likely to consider T.V. as their main form of information and entertainment.

Greater Fayetteville United (GFU):

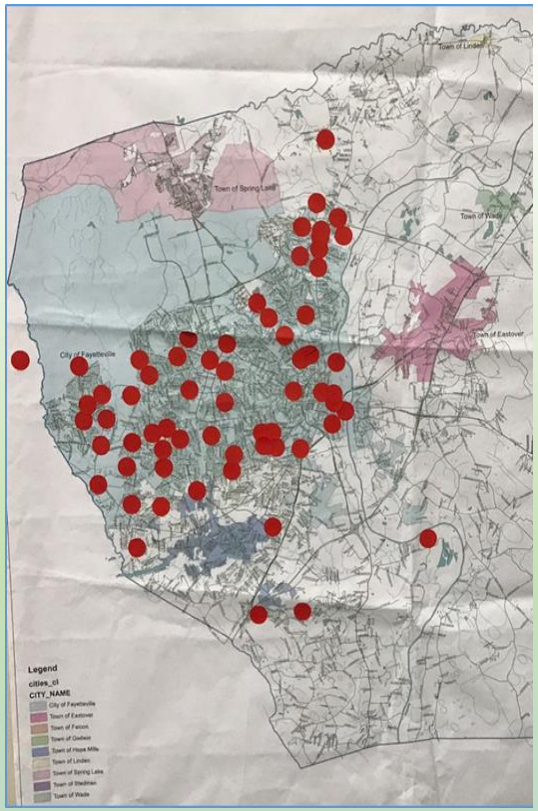
The City of Fayetteville and Cumberland County Social Capital Community Forum Report



Let's "Bridge the Gap" Together

County Community Forum

September 2017: GFU sponsored a Community Forum at Fayetteville State University with more than 160 residents from across the county.



Purpose:

1. Focused on the survey results and empowering residents
2. Encouraged engagement to develop solutions to address lagging indicators
3. Opportunity for the community to understand more about our social capital and come together to bridge the gap.

Community Forum

4 Focus Areas	1. Gap in civic and neighborhood involvement while addressing the top two barriers: inflexible/ demanding work schedule and lack of information.
	2. Perceptions of quality of life for young adults entering workforce, LGBTQ and disabled people.
	3. Perceptions of public services addressing: streets/roads, public health/mental health and affordable housing.
	4. Perceptions of equity with treatment in the justice system and public school resources.

1. Gap in civic and neighborhood involvement while addressing the top two barriers: inflexible/ demanding work schedule and lack of information.

Possible Solutions:

- More neighborhood face-to-face activities-Community Watch Groups
- Organizations and businesses invest in community involvement-Chamber
- **Increase church and faith-based outreach-Faith Leadership**
- Support Library as information center and resource.

2. Low quality of life perceptions for young adults entering workforce, LGBTQ and disabled people.

Possible Solutions:

- Sensitivity and respect. Collaborate and encourage inclusion. Involve Chamber & Fay. Cumberland Econ. Dev. Corp.
- Sensitivity & respect; Events – PRIDE Corp and Ft Bragg
- **Linking youth education to industry. Include Fayetteville Young Professional Network and University Presidents.**

3. Perceptions of public services addressing: streets/roads, public health/mental health and affordable housing.

Possible Solutions:

- Build more affordable housing with tax credits for housing.
- Increase Section 8 housing and jobs with living wages
- Hire people, not machines to answer phones
- Access to public and mental health. Open network and good quality care
- More resources for mental health
- **Renovate existing properties. Fair pricing and grants for home repair**
- Schedule construction projects at night.

4. Perceptions of equity with treatment in the justice system and public school resources.

Possible Solutions:

- Literacy
- Vocational education
- **Curriculum, teacher pay and treatment.**

Greater Fayetteville United

Working to *Bridge the Social Capital GAP*

NEXT STEPS

- GFU project teams meet monthly
- GFU will host an annual Social Capital Summit in September
- Collaboration with the Department of Sociology at Fayetteville State University
- Conduct social capital survey in 5 years.

Collaboration with the Department of Sociology at Fayetteville State University

Through the use of existing literature and data the Department and its students will delve more into the Social Capital data and its findings and focus on the following issues:

1. Issues related to the justice system
2. The mental health needs of the community
3. Equity issues among schools.

The goal will be to identify possible social/institutional causes and generate possible solutions for the various issues using research, data, and other sources.

Greater Fayetteville United

Working to *Bridge the Social Capital GAP*

in Fayetteville
and Cumberland County

Greater Fayetteville: My Love, My Home, My Future