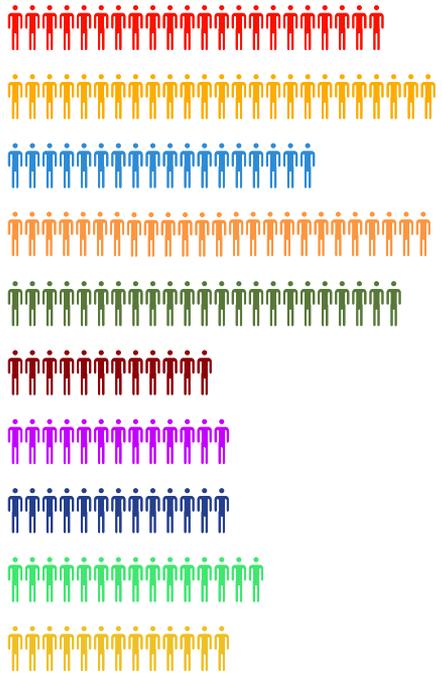


# what we heard.

listening part 1  
lemonade & discussion dice





TIME & PLACE

PARTICIPATION

① **Creighton Resource Center**  
2150 Creighton Road

Tuesday, July 8, 2014  
1pm-4:30pm

Tuesday, July 15  
11am - 4pm

② **Eastlawn Shopping Center**  
Nine Mile Road & Creighton Road

Wednesday, July 9  
11am-4pm

Thursday, July 17  
12pm - 5pm

**18.5** total listening hours  
**179** total unique responses  
**124** total people listened to  
**51** males  
**73** females  
**89** Creighton Court Residents  
**35** Non-Creighton Court Residents

## engagement strategy

Because Storefront staff and volunteers had not yet been present in Church Hill North, more specifically Creighton Court, until this engagement process began, it was important to us that we enter the community passively and with respect. Authenticity and trust are important all the time, but especially in communities where levels of mistrust are higher due to years of planning and processes that residents may not have seen any tangible results from. In short, we did not just want to come in and start asking people questions.

Our solution was the development of the Lemonade Listening Stand strategy. Storefront staff and volunteers set up a table, a few chairs, and some jugs of lemonade with signage stating "free lemonade" in a couple of high foot traffic areas in and around Creighton Court. Everyone, whether they chose to speak with us or not, was welcome to have some lemonade. At the stations there were multiple ways for passers-by to provide

their perspectives: Paper prompts with 10 total open-ended statements; discussion dice, with the same prompts pasted on each side of large foam dice; paper and markers for general comments and questions; conversation with Storefront staff and volunteers.

The prompts were also posted online via Survey Monkey and flyers were left at the Richmond Public Library on 25th Street and the East End Family Resource Center on Jefferson Avenue.

The open-ended prompt statements allowed people to respond however they best saw fit and garnered a number of interesting responses. People were free to leave their contact information as well, though it was not required to have some lemonade or respond to prompts. On the following pages you will find the coded results for each prompt as well as a listing of the responses. While some people reacted to all of the prompts, others only responded to one or two of them by rolling the discussion dice.

## process overview

As part of the team with the City of Richmond, Richmond Redevelopment and Housing Authority (RRHA), The Community Builders (TCB), VCU Center on Society & Health, the Informed Neighbors Corps and residents of Church Hill North, the Storefront for Community Design (Storefront) began a passive engagement process to assist in providing perspective and insight from residents in and around Creighton Court. For our part of this process, this was our first interjection into the neighborhood to begin the process of being present and building trust with neighborhood residents in order

to gain perspective on things they have heard, things they are still in the dark about, and their hopes for the future.

Storefront developed and implemented a brief, 3-week, passive engagement strategy with the hope of maintaining involvement and presence in the community over the coming months to bolster opportunities for resident engagement. As we continue with engagement, our next focus will be to build on our initial strategy and focus on more concrete aspects of redevelopment as guided by our partners at the City, RRHA, and TCB.

## PROMPTS

People who have not been to the East End should know...

City officials and RRHA should know...

In two years, I see myself living in...

The services I need most are...

I get my neighborhood news from...

Residents after redevelopment should be...

Justice for current residents means...

The leaders of the future of the East End should be...

The people I trust most are...

The people I trust least are...

RESPONSES



# People who have not been to the East End should know...

The perception of Creighton Court from the ground is, in many cases, similar to the perception outsiders have of public housing communities—a place of danger, poverty and fear. Many residents are still proud of the leadership and opportunities afforded to them in a place they've enjoyed calling home for decades.



## **its weaknesses (9).**

- it needs attention, love, and care.
- it's trouble.
- there is lots of crime.
- there is a lot that needs to be done.
- it is dangerous.
- it is not safe for kids.
- it could get better with the crimes.
- it is not like where you live.
- you don't want to know.



## **its perception (6).**

- what is going on here.
- things are not always what you see or think.
- what is really going on.
- it is not like where you live.
- people are afraid of transformation.
- I consider it all Church Hill.



## **its strengths (4).**

- we are the best!
- there are a lot of great people and leaders in the East End community.
- we have a recreation center for the kids, and clinics for low-income families.
- it's alright.



## **its lack of services (3).**

- our streets are not driveable and it tears up our suspension.
- the police are no help. They harass people just to meet their quota.
- we need stores. Food Circus is the only place that sells meat.

## City officials and RRHA should know...

Lack of awareness of the day-to-day struggles of residents, in general, is the what residents wish city officials and RRHA knew more about. A feeling of being forgotten and devalued tends to pervade responses we heard.



### **about life on the ground (6).**

we would like them to come out here more often.  
we would like them to visit and talk to real people.  
every resident.  
resident perspectives. They need to be on the ground more often.  
what is going on.  
what is going on in Creighton.



### **about youth needs (5).**

we need after school programs.  
there are too many kids.  
there should be a curfew for kids.  
the Boys and Girls Club should be for all ages and more outdoors.  
it is physically and mentally detrimental to kids.



### **about quality of life (5).**

people are living free and living good.  
they are doing a good job.  
rent is cheap.  
the community needs help.  
the issues.



### **about safety (4).**

crime needs to be handled.  
we need more police.  
a curfew may help crime go down.  
we need more lighting.



### **about development (3).**

we need criteria for leasing conditions.  
people who pay on time should be allowed to stay.  
the Dove Court development is a good model. Those houses are nice.



### **about communication (2).**

we should have better information about where we are relocating.  
they told us we are moving to Norfolk!

## In two years, I see myself living in...

Hope and optimism are the norm as residents often relayed their goals of obtaining a better quality of life on their own accord within the coming years. For long term residents, Creighton is home, and they hope to still be able to know their neighborhood in the future.



### **another place (7).**

- not in the projects.
- in a safer environment.
- in a better place, out of the system.
- in the country.
- in Henrico.
- in North Carolina.
- in another apartment complex.



### **a house (6).**

- a house.
- my own house.
- a townhouse.
- a condo or house.
- a house.
- a house.



### **public housing (5).**

- right here.
- here. I have been living here for 15 years.
- here. I have been here for almost 40 years.
- in the projects.
- in another apartment project.

# The services I need most are...

From shelter for families experiencing homelessness to medical services to financial management to employment assistance to reliable transportation—basic services that guarantee human dignity are needed by many.



## basic services (7).

- food and meat.
- fresh food options.
- food, and maybe help with rent.
- budgeting and money management.
- financial help and vouchers.
- housing vouchers.
- basic shelter.



## medical (6).

- HIV and STD testing and education.
- checkups.
- Medicaid.
- dental services.
- help for my mom.
- doctors. I am on hold a lot.



## for youth (4)

- more programs for kids.
- for kids. We need a better resource center.
- field trips to the pool for kids.
- childcare.



## community wealth building (4).

- childcare for single moms looking for jobs.
- computer classes.
- tutoring for school or employment.
- computer classes.



## for safety (2).

- attention, love, and understanding.
- more police.



## for transit (2).

- transportation.
- transportation.

# I get my neighborhood news from...

Most people get their news word of mouth from their neighbors and friends. As one resident put it, generally both the good and the bad news come through these channels, instead of just the bad news that's in the paper and on television.



## **word of mouth (12).**

- people and neighbors.
- people in the neighborhood.
- rumors.
- residents of Creighton.
- neighbors.
- the streets.
- being there when it happens.
- word of mouth.
- neighbors.
- my neighbor.
- my cousin.
- neighborhood stories, which change all the time.



## **RRHA (4).**

- people and the resource center.
- the tenant association.
- the resource center.
- RRHA paper.



## **mainstream outlets (4).**

- the radio.
- television.
- television.
- television.



## **alternative or social media sources (3).**

- Richmond Free Press.
- fliers.
- Facebook.

# Residents after redevelopment should be...

Many residents think that people doing what they're supposed to be doing today should have opportunities stemming from redevelopment ranging from upward mobility to stability in housing location and choice.



## **engaged (5).**

aware.

not forgotten.

able to stand on their own feet.

prepared for the new neighborhood.

safer, enjoyable, peaceful, and not afraid to walk the streets.



## **existing residents (5).**

existing folks.

older residents. Younger residents should break cycle of poverty.

those who are coming back to help.

those who pay bills on time.

people who don't come here to do dirt.



## **location (2).**

placed in better homes.

in nice homes, like Highland Grove.

# Justice for current residents means...

Ideas of justice range from the macro levels of equality and security to the day-to-day realities of a need for central air.



## **equality (4).**

- a change in mind frame.
- equal rights for all people and residents.
- justice for all.
- 1 for 1 replacement should be guaranteed.



## **more amenities (3).**

- central air.
- upgraded living conditions.
- they are happy with how the community has benefited the neighborhood.



## **crime reduction (3).**

- no crime.
- the alleviation poverty, which festers crime.
- making sure the police do their best when crimes happen.



## **communication (3).**

- better communication.
- more awareness.
- things go as they say.

# The leaders of the future of the East End should be...

Descriptions of future leaders include both the people who should be tapped as leaders and the characteristics those leaders should have.



## **residents (6).**

- residents.
- community elders.
- residents and maintenance.
- tenant council.
- residents.
- us (referring to a group of 10 year olds).



## **active (5).**

- togetherness.
- protesting for better living conditions.
- helpful as far as making things more affordable.
- born leaders.
- loyal/trustworthy.



## **elected (2).**

- it should have been the Mayor. We need to see him more often.
- I don't know any.

## The people I trust most are...

Residents are confident in their own judgement and the judgement of their family members.



### **myself (3)**

myself.  
myself.  
myself.



### **RRHA (3).**

office managers.  
office managers.  
the clinic workers.



### **family (3).**

my family.  
my family.  
my son.



### **religious (2).**

my church.  
God.



### **neighbors (2).**

the community.  
residents.



### **government (2)**

not the city.  
those in office.

## The people I trust least are...

Residents are skeptical of RRHA and other individuals in the community who have proven themselves untrustworthy.



### **RRHA (5)**

RRHA.

RRHA officials.

rental office workers.

the Tenant Council and their children contribute to the drug problem.

those who went gambling and took a van to Baltimore



### **individuals (5)**

enemies.

naysayers who are negative.

people who gossip.

everyone besides myself.

no one.



### **government (2)**

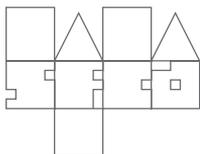
the city.

city officials.



### **services (1)**

Food Circus food.



questions? contact:

**storefront for community design**

205 east broad street

2405 jefferson avenue

[ryan@storefrontrichmond.org](mailto:ryan@storefrontrichmond.org)

[tyler@storefrontrichmond.org](mailto:tyler@storefrontrichmond.org)

804 322 9556