



PLACE MATTERS: The CiVIC Neighborhoods

1 WHY PLACE MATTERS

The opportunity for a good life begins in our families, schools, and jobs. And it begins in our neighborhoods.

At United Way of Forsyth County we believe that place, or where we live, matters. Whatever country, state, city, or neighborhood we live in, each area presents us with a set of unique opportunities and challenges in our lives.

Winston-Salem and Forsyth County have made tremendous progress over the years, but many people who live here face increasingly complex and interconnected challenges – challenges that are more prevalent in some of our neighborhoods. These complex issues require comprehensive solutions.

In many instances, statistics show that young people's futures are determined by the ZIP codes they grow up in, rather than their potential, no matter how hard they or their parents work. Every year, the United States loses half a trillion dollars because of kids growing up in poverty. ¹

2 A NEW STRATEGY

To help ensure sustainable change, United Way has launched Place Matters – an innovative, asset-based strategy to focus investments on interconnected solutions within a specific area of Winston-Salem.

Place Matters makes sense because:

- Our entire community is better off when all its neighborhoods are healthy and thriving.
- A comprehensive, integrated approach is needed to address our community's complex challenges.
- It is resident-led and inspired – we are doing “with” rather than “for.”
- It is asset-based – we are building upon the gifts, skills, and talents of residents to strengthen neighborhoods.
- We are able to convene community stakeholders – residents, nonprofit organizations, the faith-based community, and business and education leaders – in an inclusive approach focused on sustainable change in the key areas of Education, Financial Stability, Health, and Basic Needs.

3 THE CiVIC NEIGHBORHOODS

Named by the Resident Impact Council, CiVIC = Community Voices Impacting the Community. CiVIC represents the residents of 13 neighborhoods in northeast Winston-Salem coming together to make the place they live stronger.

With a population in the immediate area of 5,300 and the surrounding areas of another 5,000, the CiVIC area has a population large enough to allow substantial impact, yet small enough to build meaningful relationships between residents and service providers.

From 2000 to 2010, out of all 50 states and the District of Columbia, North Carolina had the largest percent increase in the number of people living in a poverty area. ²



**For more information or to get involved, contact:
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<http://forsythunitedway.org/place-matters>**

4 ENGAGING THE CIVIC NEIGHBORHOODS

Through our key partnership with Neighbors for Better Neighborhoods, we are engaging residents in a number of ways to ensure that our investments align with the priorities of those who live in and experience their neighborhoods every day. We have:

- Held multiple engagement events with residents to build relationships and learn more about the challenges and assets in the neighborhoods.
- Analyzed community data and conducted resident surveys to assess existing community assets, learn about residents and incorporate their experiences, and ideas into funding priorities.
- Convened the Resident Impact Council (comprised solely of residents of the CiVIC neighborhoods) and held regular meetings with this core team to identify priority funding areas.

United Way is committed to continuing to engage residents of the CiVIC neighborhoods to ensure Place Matters truly becomes a resident-led effort that sustains itself long into the future.

LOOKING AHEAD

United Way is making a long-term commitment to Place Matters and CiVIC. Sustainable change will not happen quickly and we will learn more as we continue with this work. We are excited to see new ideas implemented to help strengthen this area of Forsyth County.

TAKE A CLOSER LOOK

NEIGHBORHOOD	POPULATION	CENSUS TRACT
Cardinal Acres	58	16.01
Castle Heights	624	16.01
Monticello Park	217	16.01
Northwoods Estate	971	16.01
Prospect Park	211	16.01
Bowen Park	1,201	16.02
Dreamland	335	16.02
Eastgate Village	115	16.02
Ladeara Crest	523	16.02
Lakeside	700	17
Spaulding Drive	20	17
Wildwood Park	122	17
Ebony Hills ³	249	30.02

5 MORE ABOUT THE NEIGHBORHOODS

The 13 neighborhoods are primarily residential, with some commercial and institutional uses along New Walkertown Road and Carver School Road. Also, the residential areas contain a variety of housing types and styles. Here is a little more about three of the neighborhoods:

Dreamland (Census Tract 16.02)

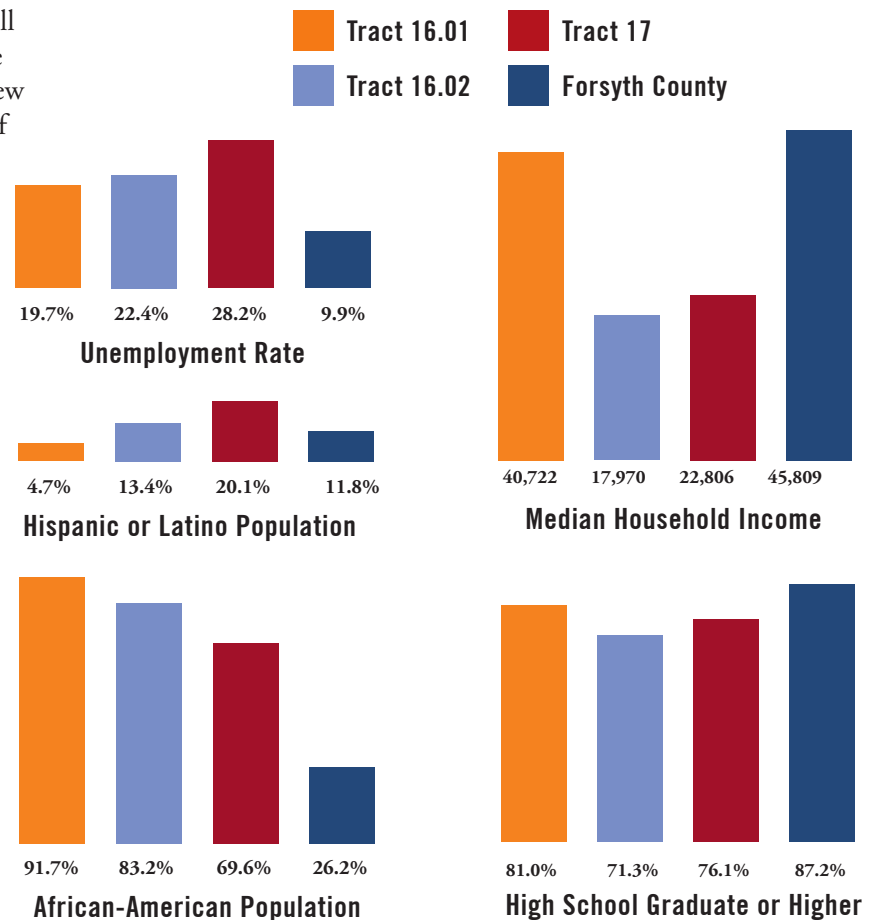
- Predominately single-family residences.
- Homes began being built here in the 1920s with residents then often working in local tobacco factories and for the railroads.
- Has always been a predominately African-American neighborhood.

Lakeside (Census Tract 17)

- Multi-family residences initially inhabited by a White population in the 1950s, and then an African-American population by the 1970s. Today, Lakeside has a high share of Hispanic residents.
- Located west of Winston Lake and southwest of Winston Lake Golf Course, on the axis of Smith-Reynolds Airport's primary runway.

Prospect Park Area (Census Tract 16.01)

- Located east of Smith Reynolds Airport and west of Carver High School and the Carl H. Russell Community Center.
- Predominately single-family residences.



1. Organisation for Economic Cooperation and Development (2014). OECD Regional Outlook 2014: Region and Cities: Where Policies and People Meet, OECD Publishing.

2. U.S. Census Bureau

3. Census tract data shown here provide a general overview of these neighborhoods. The pilot neighborhoods are smaller in area and do not match up with the Census tracts. Neighborhood portions of each tract are as follows: Tract 16.01 = 51.6%, Tract 16.02 = 62.1%; Tract 17 = 16.3% Tract 30.02 = 5.8% (not displayed in charts).