



# NEIGHBOR UP PARK VIEW

APRIL 2017 - OCTOBER 2017

## SPARKING A NEW NEIGHBORHOOD NETWORK

NeighborUp Park View is an emerging network of Park View neighbors who come together to connect, support one another, and work towards creating an inclusive community where all residents can benefit from the changes occurring in the Park View neighborhood.

As a part of DC's New Communities Initiative, Park Morton will be redeveloped into mixed-income housing in the next several years. Many past attempts to transform public housing into mixed-income housing have failed to promote real resident success. Without a shift from the existing culture of fear and division to one of connection and aspiration, public housing residents remain isolated and unable to access opportunity in their own neighborhoods. We are committed to a new community where 100% of residents thrive in the "newly transformed" neighborhood.

## OUR GUIDING PRINCIPLES

- > ASPIRATIONAL & HUMAN FIRST
- > INTERDEPENDENT RECIPROCAL EXCHANGE
- > COMPELLING INVITATIONS TO NEW MEMBERS
- > ACTION LEARNING & INNOVATION
- > FORM FOLLOWS FUNCTION



# 1

## INTENTIONAL SPACES

- > TEA TALKS
- > POP UP CIRCLES
- > WELCOME WAGON
- > NEIGHBORHOOD WALKS
- > DOOR-KNOCKING
- > NEIGHBORUP NIGHTS

# 2

## BELIEFS & VALUES

- > GROWTH IN EMPATHY AND ASPIRATION
- > INCREASED SENSE OF AGENCY TO PRODUCE COMMUNITY CHANGE
- > INCREASED SENSE OF BELONGING (FEELING KNOWN, CELEBRATED, AND VALUED)
- > INCREASED VALUE PLACED ON DIVERSITY IN THE NEIGHBORHOOD

# 3

## OUTCOMES

- > DIVERSIFICATION AND GROWTH OF NETWORK MEMBERS
- > INCREASED ENGAGEMENT AND STEWARDSHIP IN NETWORK ACTIVITIES
- > INCREASED PEER SUPPORT
- > FORMATION OF ACTION GROUPS AROUND NEIGHBORHOOD CHANGE
- > NEW RELATIONSHIPS FORMED



# DIGGING DEEPER

*The idea of sparking a new, diverse neighborhood network seems relatively simple but there's more to it than meets the eye.*



## WHAT IS COMMUNITY NETWORK BUILDING?

At its core, community network building is a method of sparking a new, more aspirational and connected way of being in new places where well-intended people feel divided and isolated from one another. Community members who work in a wide range of places and contexts have been trying to understand how to get unstuck and move forward together with actionable community change.

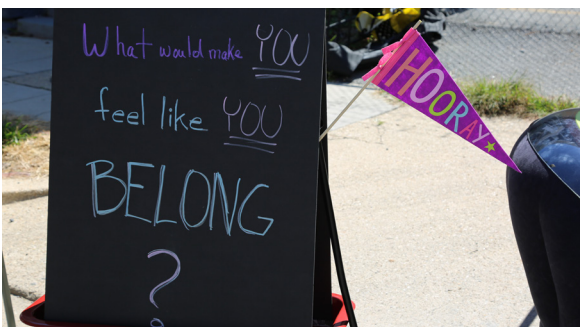
## WHY NOW IN PARK VIEW?

Park View, like many DC neighborhoods, is undergoing rapid gentrification. After hundreds of conversations this spring and summer, it is clear that many residents, especially those in Park Morton, increasingly feel uncertain about whether they belong in their own neighborhoods. Even with the promise of newly developed "mixed-income" units two years away, the story about newly mixed-income housing is that residents across different backgrounds do not connect with each other and that those divides continue to detract quality of life.

## HOW DOES COMMUNITY NETWORK BUILDING WORK?

There are four key ingredients - when cultivated - that produce the kind of action, innovation, and energy needed to sustain ongoing community change:

- > HONEST NARRATIVE WITH INVITATIONS OF VALUE
- > DIVERSE STEWARDS
- > INTENTIONAL SPACES AND PRACTICES
- > FORM FOLLOWS FUNCTION



# DRILLING DOWN

*Six Months of Intentional Spaces in Park Morton and Parkview*



## TEA TALKS

- > 10 to 12 diverse people each time
- > Two hours over tea/snacks
- > Story sharing
- > Neighborhood Mapping

## POP UP PARTIES

- > Prominent Location
- > Lawn chairs, tent, music, cold drinks
- > Informal sharing
- > Intentional prompts and discussions

## NEIGHBORHOOD WALKS

- > Meet in convenient 3rd space
- > Diverse pairs for 30 minutes with prompts
- > 30 minute debrief over snacks

## CAMPAIGN PLANNING TEAM

- > Diverse committed team of 14 individuals
- > Four 2-hour sessions
- > Relationship Building
- > Action Planning

## NEIGHBOR UP CAMPAIGN

- > Work sessions for welcome wagon & bags
- > Street outreach and door knocking
- > Pop Up Living Rooms

## NEIGHBOR UP NIGHTS

- > 50 to 60 diverse neighbors
- > New and Good circle
- > Small Table Talks
- > Marketplace
- > Bump and Spark

MAY  
2017

- > 4 Tea Talks

JUNE  
2017

- > 2 Tea Talks
- > 3 Pop Up parties
- > 3 Door Knocking Sessions
- > 4 Neighborhood Walks

JULY  
2017

- > 3 Tea Talks
- > 4 Pop Up Parties
- > 5 Door Knocking Sessions
- > 1 Neighborhood Walk

AUGUST  
2017

- > 3 Pop Up Parties
- > 2 Street Outreach Sessions
- > 4 Door Knocking Sessions
- > 3 Campaign Planning Meetings

SEPTEMBER  
2017

- > 2 Planning Meetings
- > 3 Campaign Working Sessions
- > 1 Pop Up Living Room
- > 1 Welcome Wagon Outreach

OCTOBER  
2017

- > 1 Welcome Wagon Outreach
- > 2 NeighborUp Night Rehearsals
- > 1 NeighborUp Night
- > 3 Door Knocking Sessions
- > 1 Potluck Debrief Session

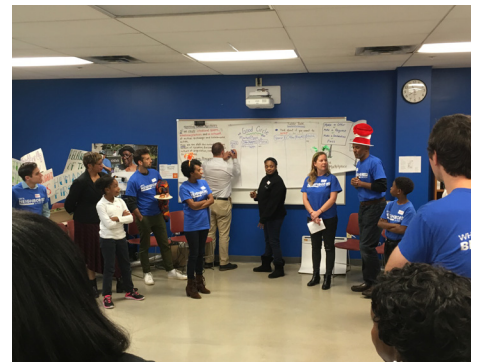
# DRILLING DOWN

*One of the New Intentional Practices in Park View and Park Morton = The Marketplace*

The Marketplace is one example of an intentional practice, where neighbors make offers and requests of each other. It is designed to demonstrate the value we each bring to the community network and each other, and to help bring greater quality to our immediate lives, while working together on bigger, systemic issues of reform and change.

Here are some of the exchanges generated over the first three months of using this practice:

- > HOME-BAKED LASAGNA DINNER
- > ADVICE FOR A NEW PARENT
- > FREE YARD WORK
- > LEARNING ABOUT THE ART OF STORYTELLING
- > CLEANING AND ORGANIZING ASSISTANCE
- > EXCHANGE OF NEARLY NEW UKULELE
- > EARLY MORNING WALKING BUDDIES
- > FREE PICTURE FRAMES
- > STUDY BUDDY FOR A COMPUTER CERTIFICATE TEST
- > VOLUNTEER HELP FOR A HALLOWEEN BLOCK PARTY
- > FICTION BOOK RECOMMENDATIONS
- > PET AND HOUSE SITTING SERVICES
- > PLANS TO BRING AFFORDABLE BISTROS TO PARK VIEW
- > HEALTHY MEAL RECIPE EXCHANGE
- > HAND DANCING FIELD TRIP
- > FREE BABY SUPPLIES
- > ADVICE ON HOW TO SELF PUBLISH A BOOK
- > FREE SET OF NEW SHEETS AND TOWELS
- > SUPPORT IN TRANSITION TO VEGAN EATING
- > TOUR OF THE SENIOR CENTER





# EARLY SIGNS

## OF NEW CONNECTIONS AND SHARED ASPIRATIONS:



- > A core group of Park Morton and Park View residents across different races and incomes know each other much better and consistently show up to mixed, intentional spaces.

- > Park Morton residents are assuming leading roles in creating and facilitating these intentional spaces.
- > An honest narrative about ensuring that everyone can feel like they **BELONG** in the Park View neighborhood has emerged, bringing in unity and understanding.



- > This narrative is moving beyond the simple concept of neighbors speaking and helping out neighbors, to include ideas for systemic reforms around racial equity and shared economic opportunity.
- > Most importantly, a growing diverse network of over 60 people has increased capacity to come together differently, over and over again, and bring positive change to their neighborhood. Contrasting heavily from traditional programs that may reinforce divisions that already exist.