

# Building Community

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An Engagement Framework  
for Congress Heights

Kiara Garland & John Hillegass

# Agenda

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- Development
- Patterns of engagement
- Engagement Toolkit
- Resource Estimates

# What \$2,300 rents in D.C. right

See your options in neighborhoods like  
Heights and Kalorama

By **Andrew Giambrone** | Nover

## Development



# Patterns of Engagement

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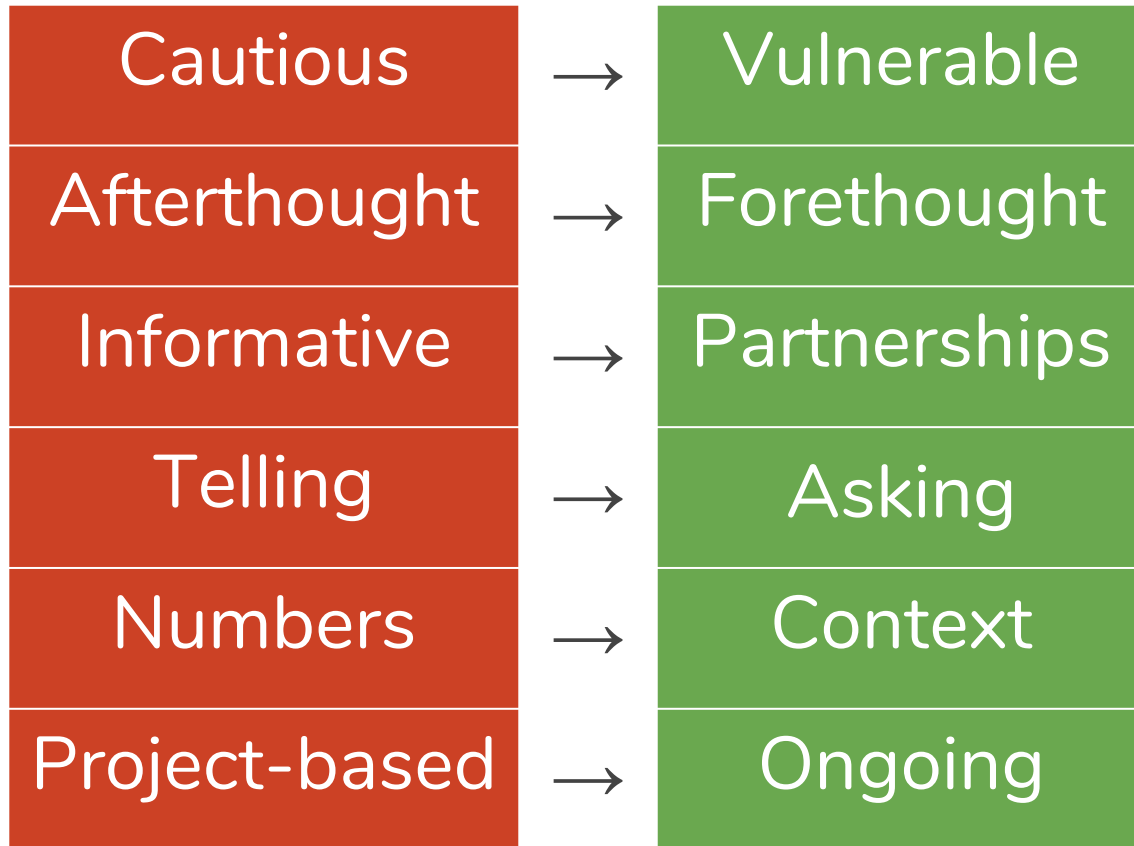


“**Significant** community engagement was integral to the development of the plan and ensuring **broad** stakeholder support for its recommendations.” - Congress Heights Investment plan, 2008

“Mayor Gray’s Ward 8 Community Summits, conducted in July 2011 and July 2012 and **attended** by hundreds of residents, provided strong direction to the goals of this *Action Agenda*.” The CHASE Action Agenda - Congress Heights, Anacostia, and Saint Elizabeths, 2014



# New Framework for Community Engagement



## Vulnerability

Mission: Be Bold. Be Vulnerable.

## Forethought

Mission: Be Deliberately Inclusive

## Partnerships

Mission: Form Strategic and Transparent Partnerships

## Asking

Mission: Go to the Community and Ask Questions

## Context

Mission: Quantify Engagement

## Ongoing

Mission: Community building never ends

# My Arlington - Projects

Find projects happening around the County - daily work, transportation, parks, water and utilities, facilities projects, and more. Don't see a project? It may be a Washington Gas, Dominion Power, VDOT, APS or "by right" project. Or check our [Planning & Projects website](#). Learn more about this site and share your feedback.

**Filters** ▾

**Project Type**

- Daily Work
- Environment
- Facilities
- Neighborhood Conservation
- Parks
- Transportation
- Water & Utilities
- Private Development

**Status**

- Proposed
- Approved
- Construction
- Complete

**Zoom to Location**

Your Current Location

**Address**

Enter a location

**Civic Association**

Select a civic association ▾

Clear All

**Map** | **List**

**Map** | **Satellite**

**Streetlights Management Plan**  
Proposed - No Status  
Street, Transportation

Map data ©2019 Google Terms of Use Report a map error

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# Congress Heights: 2018 Demographic Report Card

WDCEP Neighborhood Profiles - ½ mile from 3100 MLK SE

<b>Population</b>		8,219		<b>Households</b>		3,158	
<b>Observable Characteristics</b>							
<b>Race:</b>	<b>Black</b> 93%	<b>White</b> 3%	<b>Hispanic</b> 3%	<b>Asian</b> <1%	<b>Other</b> <1%		
<b>Age:</b>	<b>Kids (&lt;20)</b> 27%	<b>Young Adult (20-34)</b> 21%		<b>Adults (35-64)</b> 40%	<b>Seniors (65+)</b> 12%		
<b>Other Characteristics</b>							
<b>Tenant vs Owner</b>		<b>Renter</b> 66%			<b>Homeowners</b> 34%		
<b>Educ. Attainment</b>	<b>≤ HS</b> 83%	<b>Assoc.</b> 3%	<b>Bachelor's</b> 9%	<b>Grad</b> 5%			
<b>Cars per Household*</b>	<b>0</b> 41%	<b>1</b> 38%	<b>2-3</b> 19%	<b>4+</b> 1%			
<b>Income Per Capita</b>	<b>&lt;\$35,000</b> 49%	<b>\$35,000-\$100,000</b> 40%			<b>\$100,000+</b> 11%		

## Congress Heights Demographic Engagement Tracker

Date & Location:

Notes:

### Observable Characteristics

<b>Race:</b>	<b>Black</b>	<b>White</b>	<b>Hispanic</b>	<b>Asian</b>	<b>Other</b>
<b>Age:</b>	<b>Kids (&lt;20)</b>	<b>Young Adult (20-34)</b>	<b>Adults (35-64)</b>	<b>Seniors (65+)</b>	

### Other Characteristics

<b>Tenant vs Owner</b>	<b>Renter</b>		<b>Homeowners</b>		
<b>Educ. Attainment</b>	<b>≤HS</b>	<b>Assoc.</b>	<b>Bachelor's</b>	<b>Grad</b>	
<b>Income Per Capita</b>	<b>&lt;\$35,000</b>	<b>\$35,000-\$100,000</b>		<b>\$100,000+</b>	

# Maps from Community Dialogues: Where do you live and work?



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### Preliminary List of Community Organizations in Congress Heights

<p><b>Community Development</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Advisory Neighborhood Commission</li> <li><input type="checkbox"/> Congress Heights Arts &amp; Culture Center</li> <li><input type="checkbox"/> Congress Heights CTDC</li> <li><input type="checkbox"/> Congress Heights Partnership</li> <li><input type="checkbox"/> THEARC</li> <li><input type="checkbox"/> YMCA Capital View</li> </ul>	<p><b>Service Providers</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Community of Hope</li> <li><input type="checkbox"/> Congress Heights Senior Wellness Center</li> <li><input type="checkbox"/> DC Central Kitchen</li> <li><input type="checkbox"/> DC Housing Authority</li> <li><input type="checkbox"/> Opportunities Industrialization Center DC</li> <li><input type="checkbox"/> THEARC</li> <li><input type="checkbox"/> United States Veterans</li> <li><input type="checkbox"/> UPO Petey Greene Service Center</li> </ul>
<p><b>Faith-Based Organizations</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Anacostia Gospel Chapel</li> <li><input type="checkbox"/> Assumption Roman Catholic Church</li> <li><input type="checkbox"/> Church of the Holy Communion</li> <li><input type="checkbox"/> Community of Hope Church of the Nazarene</li> <li><input type="checkbox"/> Covenant Baptist Church</li> <li><input type="checkbox"/> Deliverance Temple AME Zion Church</li> <li><input type="checkbox"/> Freedom Chapel Church</li> <li><input type="checkbox"/> Greater Baptist FGBC</li> <li><input type="checkbox"/> Higher Ground CME Church</li> <li><input type="checkbox"/> Morning Star Baptist Church</li> <li><input type="checkbox"/> New Image Community Baptist church</li> <li><input type="checkbox"/> New Life Ministries</li> <li><input type="checkbox"/> Pentecost Ministries International</li> <li><input type="checkbox"/> Rehoboth Baptist Church</li> <li><input type="checkbox"/> Resurrection Baptist Church</li> <li><input type="checkbox"/> Temple Missionary Baptist Church</li> <li><input type="checkbox"/> The Lighthouse Baptist Church</li> <li><input type="checkbox"/> Unity of Love Praise Temple</li> </ul>	<p><b>Schools &amp; Educational Programming</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Anita Turner Elementary School</li> <li><input type="checkbox"/> Martin Luther King Jr. Elementary School</li> <li><input type="checkbox"/> Simon Elementary School</li> <li><input type="checkbox"/> Hart Middle School</li> <li><input type="checkbox"/> Center City PCS - Congress Heights</li> <li><input type="checkbox"/> Democracy Prep Congress Heights</li> <li><input type="checkbox"/> Eagle Academy</li> <li><input type="checkbox"/> Friendship Public Charter School</li> <li><input type="checkbox"/> Bishop Walker School for Boys</li> <li><input type="checkbox"/> Kuumba Learning Center</li> <li><input type="checkbox"/> THEARC</li> <li><input type="checkbox"/> Parklands-Turner Neighborhood Library</li> </ul> <p><b>Adult Educational Programming</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Academy of Hope Adult PCS</li> <li><input type="checkbox"/> Southeast Ministries</li> </ul>
<p><b>Media</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> City Paper</li> <li><input type="checkbox"/> Street Sense</li> <li><input type="checkbox"/> The Washington Informer</li> <li><input type="checkbox"/> Washington Post</li> </ul>	<p><b>Childcare Providers</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Rehoboth Baptist Church Daycare</li> <li><input type="checkbox"/> Dawn to Dusk</li> <li><input type="checkbox"/> Bright Beginning Early Learning</li> <li><input type="checkbox"/> AppleTree Early Learning</li> </ul>

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Barriers to Engagement

## Preliminary List of Community Gathering Spaces in Congress Heights

### Green & Park Spaces

- Congress Heights Recreation Center
- Ferbee-Hope Playgrounds & Park
- Malcolm X Opportunity Center
- Oxon Run Park
- Shepherd Park
- St Elizabeth East Gateway Pavilion

### Most-Visited Businesses

- Giant Food
- IHOP
- Georgina's

### Community Centers & Organized Activities

- THEARC
- Congress Heights Arts & Culture Center
- Youth Sports Leagues

### Transit Spaces

- Metro Stations
  - Congress Heights
  - Anacostia
  - Southern Ave
- Bus Stations
  - MLK & 5th St SE
  - MLK & Malcolm X SE
  - MLK & Mellon St SE
  - MLK & Highview Pl SE
  - MLK & Horner
  - Alabama & Congress Heights Metro
  - Alabama & Stanton Rd SE
  - ... & many more
- Capital Bikeshare
  - MLK & Alabama Ave SE
  - Congress Heights Metro





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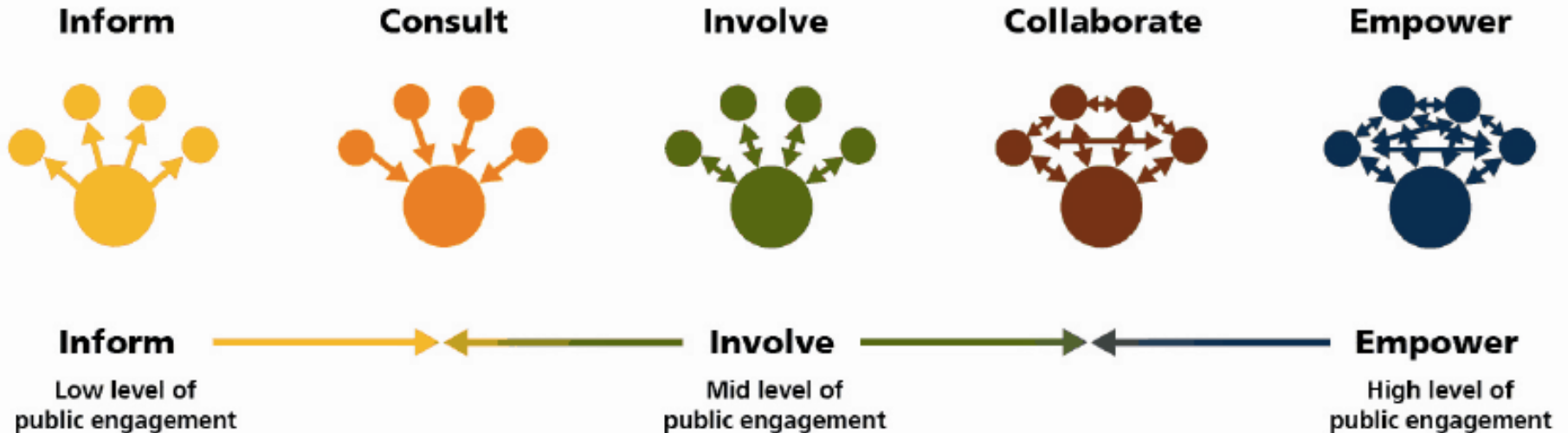
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# DC Cultural Plan

1,500 stakeholders engaged

1% of cultural economy employees  
0.2% of DC population

What Level of Engagement?



**“The community wants...”**

**“6 of 10 people at the community meeting expressed...”**

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# I'd love this alley if...

ESTW

- IF there was a park
- IF I do love it
- IF I do too!
- IF It had a titty bar
- IF there was a cafe
- IF better store fronts - having signs & awnings
- IF PET FRIENDLY
- IF there was free money
- IF I ASKED DR
- IF I had a pet

- IF this stayed FOREVER
- IF there was a live band
- IF JOHNNY MAC APPEARED
- IF BOOBIES
- IF there was a tropical park
- IF there was a comedy club
- IF my burrito
- IF it was 420

- IF Quiky WAS BANNED
- IF Captain America was here
- IF Freedom was free
- IF WASH TRUMPETS
- IF I had a bolint
- IF it was made of pizza!
- IF was Park!

- IF this city was more dog friendly
- IF for once, All the
- IF Thor was here!
- IF it was a Morgue
- IF it didn't exist
- IF it didn't change
- IF there was a stage for live music/punk
- IF there were more MUSIC
- IF KROKAN

- IF X Ball was more
- IFs were actually real
- IF Walter White was here.
- IF Sherry Lynn was here
- IF THERE WERE MORE GAYS!
- IF
- IF
- IF
- IF
- IF
- IF
- IF

- IF My Belly Wasn't full!
- IF
- IF Eli still lived here
- IF I Lived on it
- IF there was free food!
- IF PARK Ground
- IF
- IF CRYSTAL WAS HERE
- IF MEH!

walkablesalake.com or text 801-430-9906  
CraftLakeCity.com • August 11th • Gallivan Center

# Personnel & Resource Estimates

Strategy		Setup	Weekly	Resources
Vulnerability	=	40 hours	6 hours	Content Writer, Printer, Website
Forethought	=	20 hours	3 hours	Excel Database, Meetings, Printer,
Partnerships	=	140 hours	5 hours	Excel Database, Meetings, Outreach
Asking	=	80 hours	7 hours	Excel Database, Outreach, Printer, Table
Context	=	40 hours	2 hours	Excel Database, Research, Website
Ongoing	=	80 hours	2 hours	Meetings, Outreach
<b>Total</b>	<b>=</b>	<b>50 full days</b>	<b>25 hours</b>	<b>1 Dedicated Position Part or Full Time</b>

# TELL US WHAT YOU THINK ABOUT OUR SUGGESTIONS

WHAT DO YOU LIKE?

A large collection of colorful sticky notes (yellow, pink, and green) is pinned to the wall under the heading "WHAT DO YOU LIKE?". The notes contain various handwritten comments and suggestions.

WHAT DO YOU LIKE?  
[Yellow sticky note]



WHAT DON'T YOU LIKE?

A large collection of colorful sticky notes (yellow, pink, and green) is pinned to the wall under the heading "WHAT DON'T YOU LIKE?". The notes contain various handwritten comments and suggestions.

WHAT DON'T YOU LIKE?  
[Pink sticky note]



WHAT WOULD YOU CHANGE?

A large collection of colorful sticky notes (yellow, pink, and green) is pinned to the wall under the heading "WHAT WOULD YOU CHANGE?". The notes contain various handwritten comments and suggestions.

WHAT WOULD YOU CHANGE?  
[Yellow sticky note]





**Thank you!**