NNIP Camp Milwaukee, June 13, 2019

Session 2 – Gentrification/National Collaboration

Led by Jana Hirsch & Yvonne Michael – Drexel University

Notes by Kassie Scott

Present: Vaishnavi Vaidya, Eric Jackson, Sean Capperis, Swati Gayal, MingMing Zhang, Make Carnathan, Geoff Smith, Camille Seaberry, Kathy Pettit, Jordan Ayala, Milena Bernardinello, Nikki Zhu

Jana Hirsch: 8-9 months ago we set out to make this survey. Felt there was a disconnect between the data and what people were feeling, but they felt that perception was important.

At the Atlanta Camp Session, we brainstormed what we thought about gentrification. It looks very different in many of our cities. From there we identified domains, then 80 questions, then 45. Then sent to NNIP listserve, then survey completed. Does this question relate to gentrification or not? Then individuals opted in 8 of them for a 1-hr interview. Those expert interviews were then compiled and went to survey experts. Highly rigorous intense survey. Will be a panel study of 10,000 residents. We don't just want to make it for Philly. Not sure it works for rural places. Do you have ideas about your city? Cross city studies? It's meant to measure neighborhood changes in many different domains. This survey has a background of housing questions. The hope is also to track the opportunity zones. It's a hot market shifting with the opportunity zones. Dissemination of all types is obviously the hope.

There is no mention of shifts between multi-family and single-family. It's not uniform to gentrifying places... Some things are missing from the survey intentionally.

Kathy: I just wrapped up Turning the Corner. It's more complex than you think. It's not like these places rapidly gentrify. You might see the change in one neighborhood before yours, and think that it's coming for me. A lot is about lived experience, which residents think is true, but the market might not be what it seems. People went in looking for a rapid gentrification story and displacement, but we didn't find it.

Jana: Places have different gentrification stories. Philly also looks at race.

Kathy: It was about family structure.

Yvonne: That's something to add.

Jana: I hope that it might also be translated into Spanish and Vietnamese.

Kathy: One more topic. Public safety came up as really complicated. Many people felt unsafe in their gentrified neighborhoods. Kids were getting stopped by the police on their own porches.

Jana: In Philly, with police, it was particularly difficult for us.

Yvonne: At the end of the day, we didn't know how we would score it. More or less afraid...

Mike: How does the panel survey work?

Jana: People opt in. If someone moves out of Philly, they are ineligible, because their zip code is no longer valid. But I guess they could use their old zip code. The survey can be done by internet, phone, or text.

Mike: It'd be interesting to get the perspective of those who moved.

Milena: Are you planning to trace this longitudinally?

Jana: We would love to, particularly in our opportunity zones. There is no funding currently. There is no plan. The panel exists. We are not creating it. Drexel is in the middle of a promise neighborhood. That small part will be longitudinal.

Jordan: We will be doing this with some of the Promise Neighborhoods in Kansas City.

Camille: Do you ask the name of the neighborhood that people live in?

Jana: We didn't. One or two of the cities we spoke to told us that the neighborhoods definition would change.

Camille: But in New Haven, there are only a few zip codes but different neighborhoods. I lived in two all-black neighborhoods in the same zip code as Yale students, but it was the same zip code.

Jana: Philly (Zavia) had residents map the neighborhoods. A neighborhood in Philly might be three blocks by three blocks. They shift really rapidly.

Kathy: It'd be good to get in touch with the policy folks. It'd be nice to have a companion community engagement guide.

Mike: Is it okay to steal a couple of questions?

Jana: We are happy to do that once it's finalized.

Swati: Question 19. Culture and values. What’s the difference?

Jana: We are waiting for the cognitive interviews. We will see if communities think it's different. The next step is the community cognitive interviews? When you selected values, what were you thinking? Those will be done by July 12.

Camille: What about adding a “please specify”?

Sean: Have you considered putting in a question about social contracts in the neighborhood? Collective efficacy.

Jana: There are questions about social cohesion and trust.

Kathy: Our folks were also talking about the so what? Mark Joseph was focused on community building.

Camille: The DataHaven survey has questions about trust and collective efficacy. If you threatened to close the library, would people organize to keep it open?

Denver just finished a big event on gentrification. Not significant differences between perception and results.

Jana: In Philly, we've had three large groups study these things with different indicators and lots of contention over the results. Our survey looks at level of gentrification.

Camille: People want to validated by the survey results.

Sean: We've heard that once you hit a certain level of gentrification: the replacement of laundry mats and such is more significant than large banks? And question 9, long-standing businesses are replaced. So what? There will always be turnover. Maybe you could ask, is the level of retail in my neighborhood is meeting my needs.

Kathy: Some people may be glad their neighborhood is gentrifying.

Jana: We heard a lot about Latina businesses.

Sean: All those NYers moving to Philly. The sixth borough.

Jana: If you have other names for the survey (currently called Pacer) let us know.

Kassie: What platform or software are you using to administer the survey via text?

Jana: Textizen.

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Jana: Philly just passed something about bay windows. There's a new ban for duplexes in another area. City Council is doing ridiculous things, and all of the power is with City Council, not the mayor. This survey is by no means NOT an excuse to avoid doing qualitative work. If you want to know why, you have to go talk to the residents. The value is in triangulation. All could be truthful realities.

Camille: Gender question?

Jana: Gender question comes from the city survey.