

**Rolesville, North Carolina
Wake County**

**An Action-Oriented Community Diagnosis:
Findings and Next Steps of Action**

May 31, 2004

Ashley Hammarth
Liz Lyons
Kristin Munro-Leighton
Emily Piltch
Tammy Williams
Amy Woodell

Preceptors: Jeff Woodard, MSW and Regina Petteway, MSPH
Wake County Human Services

Instructors: Geni Eng, DrPH and Karen Moore, MPH

Completed during 2003–2004 in partial fulfillment of requirements for
HBHE 241

Department of Health Behavior and Health Education
School of Public Health
University of North Carolina at Chapel Hill

TABLE OF CONTENTS

<i>Dedication</i>	1
<i>Acknowledgements</i>	1
<i>Executive Summary</i>	2
<i>Introduction</i>	4
The AOCD Process.....	4
Initiating the Process.....	4
The Document.....	5
<i>Community Overview</i>	5
Defining the Community.....	5
Town History.....	6
Today in Rolesville.....	8
Demographics.....	9
Community Services and Resources.....	10
<i>Methods</i>	12
Secondary Data.....	12
Primary Data.....	13
Interview Guide Development.....	13
Recruitment of Interview and Focus Group Participants.....	14
The Interview Process.....	15
Data Coding and Analysis.....	16
Limitations.....	17
<i>Community Forum</i>	19
Planning.....	19
Event Summary.....	20
<i>Strengths and Assets of Rolesville</i>	23
<i>Primary Themes</i>	25
Community Identity and Involvement.....	25
Diversity and Change.....	28
Health and Human Services.....	31
Traffic Congestion.....	34
Planning Growth.....	37
<i>Secondary Themes</i>	39
Entertainment and Recreation.....	39
Youth.....	40
Public Transportation.....	43
<i>Summary and Conclusions</i>	43
<i>References</i>	46
<i>Appendices</i>	

LIST OF APPENDICES

Appendix A: Racial Demographics Bar Graph

Appendix B: Employment Statistics Pie Chart

Appendix C: Team Reflections on AOCD Process

Appendix D: Adult Interview Guides

Community Member Interview Guide

Service Provider Interview Guide

Business Owner Interview Guide

Appendix E: Youth Focus Group Information

Youth Focus Group Guide

Youth Focus Group Fact Sheet

Parent Consent form

Appendix F: Adult Interview Fact Sheets

Community Member Interview Fact Sheet

Service Provider Interview Fact Sheet

Business Owner Interview Fact Sheet

Appendix G: IRB Approval Letter

Appendix H: Participant Referral Form

Appendix I: Description of People Interviewed

Appendix J: Codebook

Appendix K: Empowerment Education Methods

SHOWED & ORID

Force Field Analysis

Trigger Example

Results of Small Group Discussions

Appendix L: Forum Publicity

Flier

Wake Weekly Article

Appendix M: Forum Documents

Forum Packet

Evaluation

Table of Results of Small Group Discussions

Appendix N: Rolesville Maps

DEDICATION

The six students of the UNC team would like to take this opportunity to extend our warmest thank you to the Rolesville Community. The people of Rolesville and those who provide services in Rolesville were willing to help our team learn about the town and the Action Oriented Community Diagnosis process by volunteering their time and sharing their stories. Their continual insight and support allowed our team to have a positive and memorable experience.

ACKNOWLEDGEMENTS

The AOCD project in Rolesville was only possible due to the assistance of many people who live in the community of Rolesville or who provide services there. We would especially like to thank:

- The members of the Forum Planning Committee for your time and efforts to make the Community Forum a success. Committee members included Brian Hicks, Clarene High, Mayor Nancy Kelly, Reverend Lenwood Long, Elliot Montague, Bettie Murchison, Reverend Jeff Pethel, and Rodney Privette.
- Each of the community members and service providers who gave their time to share their expertise about Rolesville with us.
- The Rolesville Fire Department for hosting the Community Forum and to the volunteers who helped clean up afterwards.
- Regina Petteway and Jeff Woodard of Wake County Human Services for introducing us to the community and offering support and guidance during the process.
- Our instructors, Geni Eng and Karen Moore, our teaching assistants, Erica Childs and Julia Philpott, and our classmates for providing feedback and support during the process.

EXECUTIVE SUMMARY

In the fall of 2003 six students from the UNC School of Public Health were requested by Wake County Human Services to work with the Rolesville community through the spring of 2004 to conduct an Action Oriented Community Diagnosis (AOCD). The team interviewed twenty-five community members and twelve service providers in the area, and then organized a committee of interested residents to plan the Rolesville Community Forum. The Forum was a venue for people to discuss the team's findings and generate ideas about action that can be taken to address the findings.

Rolesville has remained small and rural since it was settled during the Revolutionary War, despite being only fourteen miles from Raleigh, the state capitol.¹ However, in the last ten years, Rolesville has been undergoing rapid growth and suburbanization, and may see its population increase more than tenfold in the next twenty years.⁹ This unprecedented growth presents challenges to the generational families of the community, but also creates opportunities for individuals and the community as a whole.

In order to effectively confront these challenges and create change, a community must have many assets, and Rolesville certainly does. Among them are: community spirit and dedication to volunteerism, its small size, the town's emphasis on providing opportunities for youth, particularly through the Parks and Recreation programs, and its vibrant local institutions, such as the churches, EMS, and the Fire Department. Five areas in which community members expressed concern were: Community Identity and Involvement, Diversity and Change, Health and Other Services, Planning Growth, and Traffic.

Several overlapping themes emerged among these five concerns, resulting in two overarching themes: rapid growth and the new diversity that growth has brought. The main action step determined at the Forum is for community members, town officials, and church leaders to increase pressure on officials at the state-level to increase funding for the U.S. 401 bypass and

services for Rolesville. It was also strongly recommended that the town to diversify its communication channels to publicize town events, meetings, and planning sessions to reach long-time residents, newcomers, and Spanish-speaking residents. Another important action step is to create a public relations or welcoming committee to assist in incorporating newcomers into the community and improve communication between the town government and town residents.

Finally, the AOCD team concluded that Rolesville has many resources and strengths that could be mobilized to meet the challenges being brought by exponential growth and changing demographics. With leadership from its town government and its churches, the Rolesville community can embody its motto: “Small town, bright future.”

INTRODUCTION

The AOCD Process

The Action-Oriented Community Diagnosis (AOCD) is a process by which a team of health educators gains an understanding of a community by identifying, collecting, and analyzing information on community assets, strengths, resources, and needs. Information is gathered through observations, community member and service provider interviews, and focus groups, and researching secondary data. The assessment culminates in a community forum where the team presents its findings back to the community and its service providers for the purpose of discussing the findings, determining priorities, and arriving at action steps to address those priorities. All findings and next steps of action that resulted from these interviews and the Forum are summarized for the Rolesville community in this document.

Initiating the Process

A team of six public health education students from the School of Public Health at the University of North Carolina-Chapel Hill (UNC-CH) was requested by Regina Petteway, Director, Community Initiatives of Wake County Human Services (WCHS), to complete a community assessment of Rolesville. Jeff Woodard, Director of the Eastern Regional Center of WCHS, served as the team's preceptor. WCHS intends to use the findings from this process to inform its planning of future services for the residents of Rolesville.

Team members initially visited Rolesville individually or in twosomes to familiarize ourselves with the area. We approached churches and public institutions like Town Hall to introduce ourselves to people and gain entree. Not long after, Mr. Woodard accompanied the team on a windshield tour of Rolesville where we saw more of the community and were formally introduced to the police chief and the town manager by Mr. Woodard. Prior to beginning the interview process, we attended various church services in town and also introduced ourselves to local business owners.

The Document

This document reflects the results of the AOCD in Rolesville. The next section describes the history and demographics of Rolesville based on secondary data sources. Following the secondary data, we discuss methods we used to conduct the AOCD process. After that is a description of the Rolesville Community Forum, community assets, and the themes identified through our data collection through interviews and focus groups, some of which were discussed in small groups at the Forum. Finally, we present our summary and conclusions.

COMMUNITY OVERVIEW

Defining the Community

The incorporated town boundaries of Rolesville, North Carolina encompass an area of 1.6 square miles, making it the smallest municipality in Wake County.¹⁴ However, the boundaries of the community of Rolesville are fluid, as described by community members and people providing services to the town. Many residents who live outside the town limits in surrounding unincorporated areas of Wake County consider themselves to be members of the Rolesville community. One community member remarked “When I think about the town, what I am thinking of extends beyond the actual town limits” and another described the Rolesville community as encompassing a four-mile radius around the town. Also, the town boundaries are currently being expanded to include new housing developments with hundreds of homes and new residents.

Many people described being a member of the Rolesville community in non-geographic terms, such as being involved with community institutions such as the town government and Rolesville Baptist Church. Residents who are not a part of these institutions, which were described as being the heart of the community historically, may not feel like a part of the community. In addition, many newcomers to Rolesville are from Raleigh or other nearby areas. One resident said that due to connections in Raleigh and a lack of “ownership” in Rolesville, these newcomers may

not be a part of the community. In general, the way in which residents defined the Rolesville community was integrally tied with the length of time they had lived in the area and their connection to local institutions.

Town History

Rolesville was originally settled by land squatters during the Revolutionary War period, making it the second oldest town in Wake County.¹⁶ According to the 1790 census, there were already 56 surnames in the area, some of which are still present today. In the early Nineteenth century, William H. Roles came to the area and began to purchase land; he eventually chartered the town in 1837. Rolesville Baptist Church was also started around this time. During that time, Rolesville served as a well-known stagecoach stop.¹ In addition, Rolesville was the site of a large slave market, at which thousands of slaves were bought and sold by buyers who traveled there from North Carolina's surrounding states (South Carolina, Maryland, Virginia, Georgia, Tennessee, and Kentucky).¹ At the time of the Civil War, a total of fifty slaves were owned by White families of Rolesville.^{1,6}

After the Civil War, farming and sharecropping were the major economic forces in the area. Nearby in Raleigh, northern Whites ("carpetbaggers" or "scalawags") arrived to help train and educate former slaves. Eloise Freeman, author of *Our Past: History of Greater Rolesville Area*, alludes to bitterness among people in the local population about this "foreign" interference. Freeman discusses local economic troubles after the Civil War as "labor seemed to disappear as slaves gained their freedom" and people also lost money tied to Confederate bonds.⁶

In April 1867, after the Civil War, New Bethel Baptist Church was founded by freed slaves, who had formerly been allowed to attend Rolesville Baptist Church.¹ Descendants of slaves still lived in the area in the mid-1970s⁶ and the congregations of New Bethel and Rolesville Baptist have remained racially segregated throughout their existence. However, the team views the dynamics of

the church communities in Rolesville as very reflective of societal norms for the South and for much of the US.³

By the turn of the Twentieth century, Rolesville was still very rural, and farming was the mainstay of the local economy. In 1928, the town received electricity, and concurrently the state of North Carolina was able to open a consolidated elementary school there the same year.¹ In 1938-39 the old stagecoach road that ran through Rolesville was paved and declared State Road 58, which later became U.S. 401.¹

World War I and World War II brought many job opportunities for African-Americans in the North, thus the population of African-Americans in the Raleigh area decreased during this period.¹⁴ In 1941, Rolesville added a police department. The North Carolina General Assembly extended the borders of the town in March 1945.¹⁶ The Rolesville Fire Department was organized in 1958. In 1962, the town built its own water system, later than many other communities in Wake County.⁸

Rolesville Elementary School, which serves several communities in Wake County, was fairly racially balanced in 1970, as just over half the students were African-American. The turmoil of school desegregation came to Rolesville in 1971-72, yet as an elementary school, Rolesville was largely spared the high tensions that marked desegregation years in middle and high schools elsewhere in the Triangle.¹⁴ After the Department of Health Education and Welfare implemented a desegregation plan for Wake County in 1971, the racial balance at Rolesville Elementary was adjusted so that 45% of the students were African-American.¹⁴ In 2002-03, Rolesville Elementary was 50.6% White, 30.5% African-American, and 14.6% Latino, which is reflective of the Wake County public school system's careful population distribution policies according to income.^{18, 23} A new school building was constructed adjacent to the original 1930 structure in 1991. Middle and high school students from Rolesville currently attend schools in nearby Wake Forest.¹⁶

Today in Rolesville

Rolesville is in the midst of an historic transition and is expanding both its boundaries and its population. For much of the Nineteenth and Twentieth centuries Rolesville was literally a closed community – fenced in by gates at cornerstones marking its borders in order to keep farm animals from wandering off.⁶ However, the gates of the community are now literally and metaphorically gone, and Rolesville is diligently working to keep up with the integration of suburbanites as well as growing Latino and African-American populations. Significant traffic problems and a need for new community services are other consequences of growth that the town is facing.

Rolesville's population exceeded 1,000 for the first time at the end of 2002 and projections show that 12,000 residents may be living in Rolesville by 2025.⁸ The rapid growth that has occurred recently is related to the water and sewer service that were brought to the town in 2001 when Rolesville merged its water and sewer systems with Raleigh. "Things didn't really start happening in Wake County's smallest municipality until the 1990s after the town began offering sewer service."⁸

The high rate of growth in the town can be illustrated by the total dollar value of residential, community, and community industrial building permits issued for Rolesville. In 2003, building permits in Rolesville had a total value of approximately \$11 million,² which is close to the value of building permits for the towns of Wendell and Zebulon, both of which have populations that are four times the size of Rolesville.¹⁰

The new 58-acre Stratford Village development between U.S. 401 and Rogers Road will have apartments and town homes as well as retail space. "The development will fit the Town Board's vision of developing a more walkable community in the downtown area."⁸ Other housing development plans are also under way. One way the town has sought to control growth and protect its heritage is through preservation. In the spring of 2001 Rolesville created a neighborhood

conservation district to help preserve historic homes at the center of the town. A growing population also means more traffic and congestion. On February 19, 2004, it was announced that after 37 years with just one stoplight in the town, a second and third traffic light will be installed to manage the traffic more efficiently.⁸

Recreation has always played a large role in the lives of Rolesville residents and development of the newly purchased 35.5-acre park off U.S. 401 will further increase recreational opportunities for residents.⁸ The park was conceived in response to residents' concerns over decreased open space in the wake of new development. The town has a number of annual events including a Fall Festival, a Christmas Parade, Recreation Day, and a Fourth of July celebration. The baseball and softball season for youth and adult leagues is kicked off annually as part of the town's Recreation Day held in April.

Demographics

Growth in Rolesville is resulting in rapid changes in both the number of people living in the town and demographics within the population. Between 1980 and 1990, the population of Rolesville increased 50.1%, from 393 residents to 572.⁷ The town experienced an even higher rate of growth between 1990 and 2000 (58.6%) and increased a further 7.1% from 2000 to 2002.¹³ The population demographics of Rolesville have also been experiencing shifts in the past ten years. In particular, the number of African-American and Hispanic residents has increased greatly (see Table 1; see Appendix A for a bar graph of this information). What is not reflected in the data below is that the growth in the African-American population is largely in the new middle-class developments in Rolesville. However, the Latino population seems to be growing predominantly among service industry workers, based on trends evident in similar areas of Wake County.²⁰

Table 1. Rolesville Population Size by Race/Ethnicity from 1980 to 2000⁷

	Total	White		African-American		Hispanic*		Other (non-Hispanic)**	
		#	%	#	%	#	%	#	%
1980	393	380	96.8	11	2.7	2	.5	0	0
1990	572	545	95.3	24	4.2	0	0	3	.5
2000	907	752	82.9	77	8.5	63	6.9	15	1.7

*In 2000, of the 63 individuals classified as Hispanic, 50 were of Mexican origin

**In 2000, 2 individuals were classified as American Indian, 4 individuals were classified as Asian, and the remainder were classified as “some other race.”

The majority of Rolesville residents are employed as providers of professional services (19.6%), or in the wholesale and retail trade (18.3%), construction (14.1%), and manufacturing (10.9%) industries.⁷ (Appendix B) The number of people employed in construction has almost tripled since 1980, perhaps due to growth and development in the town and in Wake County in general. Employment in manufacturing has halved, mirroring the loss of manufacturing jobs all over North Carolina.

Unemployment rates in Rolesville have remained relatively low (2.8% in 2000), yet the poverty rate in the town nearly doubled from 5.9% in 1989 to 10.9% in 2000.⁷ During this same period, the cost of living in Rolesville increased. The median household rent was \$454 a month in 1990 and \$663 in 2000.⁷ Rolesville does not have any rental housing in the lowest 20% cost bracket (based on national figures), and median rent in Rolesville is up to \$100 higher a month than in some neighboring towns.⁷ The cost of homes in Rolesville has also increased 33% since 1990.⁷

Community Services and Resources

The needs of Rolesville residents are served primarily by the town government, local churches, and health and emergency service providers in the town. Wake County also offers health and social services at clinics in Raleigh, Wake Forest, and Zebulon.

Government: Rolesville is governed primarily by a Mayor and town Board of Commissioners, which meets twice a month. The town also employs a town manager, town clerk,

and planning director. The Planning Board and Parks & Recreation Board are comprised of private citizens who meet monthly and contribute to important town decisions.

Churches: There are two main churches in town: Rolesville Baptist, which serves a primarily White congregation, and New Bethel Baptist, which serves a primarily African-American congregation. The members of these churches come not just from Rolesville but from all over northern Wake County. Rolesville Baptist provides ministries for all age groups and is a pick-up site for Meals-on-Wheels. New Bethel Baptist also provides a variety of ministries, including exercise classes. Other churches in the area include La Luz del Mundo Casa de Oracion and New Life Church, which provide services in Spanish, and English and Spanish, respectively.

Health Services: Health care facilities in Rolesville are somewhat limited—there are two family practice doctors and one dentist. There are no free clinics within the geographic boundaries of Rolesville. However, Rolesville EMS (REMS) and the Rolesville Fire Department (RFD), both staffed primarily by volunteers, provide important services to the town and environs. REMS initiated services in 1995 and is funded through a combination of insurance billing, an annual fee from county residents, and town donations and fundraisers.¹⁴ The RFD is staffed primarily by 35 volunteers and funded by county taxes and donations.²¹

Wake County Human Services (WCHS) provides a variety of clinical and social services in Raleigh and in two regional centers in the county, the Eastern Regional Center in Zebulon (about 14 miles from Rolesville) and the Southern Regional Center in Fuquay Varina (35 miles from Rolesville). The centers offer a diverse range of services such as assistance seeking employment, voter registration, economic assistance, child support, health services, mental health and substance abuse services, and law enforcement. Clinical health services include immunizations, Migrant Health Outreach, prenatal care, Child and Women's Health Clinics, and Communicable Disease and Sexual Transmitted Disease Prevention.⁴

WCHS also provides limited services in Wake Forest at the North Wake Human Services Center. This is a small branch that is open part-time. It provides services such as food stamps, Medicaid and Medicare information, prenatal and family planning clinics, well-child clinics as well as mental health once per week. WCHS plans to construct a larger Northern Regional Center in nearby Wake Forest that will offer comprehensive services similar to the ones in Zebulon and Raleigh. The center will also be geared towards Rolesville's needs and will be more accessible than the other WCHS locations.

METHODS

The purpose of the AOCD process in Rolesville was to gain an understanding of the town's strengths and challenges using methods that enabled a wide variety of community voices to be heard. The methodology fosters community empowerment through bringing individuals together to generate action steps for change. The following sections describe the methodology in detail.

Secondary Data

Secondary data are outside sources of information, such as books, newspapers, websites, and research documents, that we have used to help us understand Rolesville better. Through reading *Our Past: History of Greater Rolesville Area*,⁶ a book about the history of Rolesville, the team learned that the town of Rolesville has deep roots and an extensive history dating back to before the Civil War. More recent information on the community was collected through Rolesville's webpage¹⁷ and internet searches on the town of Rolesville. The AOCD team consulted US Census data as well as Wake County Human Services community assessments conducted in 2002²² to help gain a better understanding of the Rolesville population and services offered.

Primary Data

Primary data collection is information collected directly from community members and service providers through interviews or through making observations while in the community. Team members recorded written field notes on our observations, thoughts, and impressions from our community visits. We also recorded field notes after completing interviews and attending events such as town board meetings, Rolesville Recreation Day, and church services. These field notes are integrated into the results and presented as Team Perspectives within the Primary and Secondary theme sections, and are interwoven into other sections. Field notes also included reflections about the AOCD process and lessons learned (see Appendix C).

The process of primary data collection through interviews and focus groups had four main components: development of interview and focus group guides, recruitment of interview and focus group participants, the interview process itself and the analysis of the data collected through the interviews.

Interview Guide Development

One of the initial steps of the AOCD process was developing the tools to be used to conduct interviews. Community member, service provider, and business owner interview guides (see Appendix D) were used for the interviews. The team also designed a youth focus group guide with questions appropriate for young people (see Appendix E). Each guide contains a series of open-ended questions and also includes probes the interviewer can use to further develop a topic

The guides helped team members maintain continuity on the general topics discussed from one interview to the next, regardless of who conducted the interview. The community member, service provider, and business owner guides were very similar while the youth focus group guide was simplified because of its use for a group of people rather than an individual. Questions at the beginning of the guides included length of time in Rolesville, and defining it as a community. A

group of questions asked about what life in the community is like what people do for a living, how transportation or lack of it affects life in Rolesville, how involved churches are in the lives of residents and how people of different races and ethnicities interact in Rolesville. Towards the end of the interview questions about the strengths and needs of the community were asked, in addition to how the community goes about solving problems that may arise. The youth focus group guide asked questions about growing up in Rolesville and experiences related to school.

The team applied for and gained approval for the project by the Institutional Review Board (IRB) at the School of Public Health (see Appendix G). All research studies with human subjects must obtain this approval to ensure that all participants are treated with respect throughout the process, that their rights are protected, and that no harm is done to them.

Recruitment of Interview and Focus Group Participants

Jeff Woodard, MSW, Director of the Eastern Regional Center of Wake County Human Services, served as the team's preceptor and initial contact to the Rolesville community. He provided the team with contact information for a few community members who could be considered key informants. Key informants are individuals who can represent the ideas of many people and can speak with a broad view of community interest. Mr. Woodard communicated with those individuals in advance so that they were familiar with the purpose of the team's project and had the opportunity to agree or disagree to be interviewed. Only individuals who agreed to participate in the project were then contacted by the student team. Public officials and service providers listed in public documents were contacted directly by the team, informed of the community assessment process, and invited to participate in interviews and planning.

Interviews were arranged at a time and location most convenient for the person being interviewed. Most interviews took place at the community members or service provider's home or work place.

The Interview Process

The interviews and focus groups lasted anywhere from 45 to 90 minutes. Each adult interview began with an introduction of the interviewing process guided by a fact sheet developed by the team (see Appendix F). The fact sheet described the AOCD process and was read out loud during the interview according to IRB protocol. Each person interviewed was given a copy of the fact sheet to keep. Youth Focus Group participants and their parents each received a separate fact sheet (see Appendix E) and parents were asked to sign a permission form for their child to be interviewed.

Two members of the team conducted each interview; one served as the interviewer and the other as note taker to record both verbal statements and non-verbal cues from the conversation. The interviewer was normally the team member who made the initial contact with the participant. All interviewees were asked permission for the team to tape record the interview to supplement the note taker's notes; tape recording began only after the individual gave verbal consent. After the interview was completed, each individual was asked if he or she could suggest other community members or service providers who might be willing to speak to the team. If so, the interviewee was asked to contact that individual using the Participant Referral Form (see Appendix H) to obtain permission for the team to contact him or her. After each interview, each team member recorded their personal reflections on the interview and any further questions that surfaced as a result of the interview.

The team's goal was to speak with a cross-section of individuals in the Rolesville community such as: long time residents, newcomers to the community, and people of different races, ethnicities, and ages. A total of 23 interviews were conducted, 11 with community members and 12 with service providers (see Appendix I). Six service providers also considered themselves to be community members so questions from both interview guides were used in these interviews.

Two youth focus groups were also conducted with 14 young people, 7 in each group. Because Rolesville is a small town, interviewees could often be categorized as either community member, service provider, or business owner. When this was the case, the interviewee was asked what s/he considers her/himself to be considered within the community and the appropriate interview guide was then used.

Data Coding and Analysis

After each interview was completed, the note taker transcribed the interview. Based on the first five interviews conducted and transcribed, the team identified general categories of information that were commonly discussed and a numbered code was assigned to each broad category (see Appendix J). One team member read and assigned codes to sections of each transcribed interview. The coded transcripts were divided into two groups: community member interviews and service provider interviews. The team used a text analysis computer program (*Nvivo*) to extract all sections within each group of transcripts that had been assigned the same code. These extracted text sections were then read together to identify patterns of meaning, which could be expressed as general themes and important issues to be discussed at the Forum. Quotes were identified to represent the meaning expressed for each theme.

The following eight categories of themes were identified by the team: Community Identity and Involvement, Diversity and Change, Traffic Congestion, Planning Growth, Health and Other Services, Entertainment and Recreation, Public Transportation, and Youth. The team presented these categories to the Forum Planning Committee to solicit their input on which were most relevant to the community and their advice on how to best present them at the forum. The Committee selected the following six categories as best to present at the Forum: Community Identity and Involvement, Diversity and Change, Traffic, Planning Growth, Health and Other Services and

Entertainment and Recreation. A discussion of themes for all eight categories is provided in the Primary and Secondary Themes sections.

At the Forum, each team member was prepared to facilitate the discussion on one of the six categories of themes. The facilitators prepared one or two of the following empowerment education methods to guide the groups towards productive discussion and potential action steps: ORID, SHOWED or Force Field Analysis (see Appendix K). All methods are used with a “trigger,” such as a quote, image, or skit to focus participants’ comments and thoughts on the issue being discussed.

Limitations

A variety of limitations hindered the team’s ability to collect views from as broad a cross-section of the community as we had hoped: time constraints on the AOCD process, overlapping community member and service provider roles, and limited entrée into several faith and ethnic communities within Rolesville. While we are confident that our findings accurately reflect the views of the people with whom we spoke, we recognize that some voices may not have been heard. Therefore, this document may not be representative of every perspective within Rolesville.

The primary limiting factor was time. The AOCD process began in October 2003, confining us to approximately six months to conduct our assessment. We began with a windshield tour, and attended church services and other community events. Meanwhile, it was necessary to obtain approval from the Institutional Review Board at the UNC-Chapel Hill School of Public Health before we could begin our interviews. Approval was obtained in late January; therefore, our team only had three months in which to conduct interviews and get to know the community more deeply. We would have liked more time to attend town meetings, visit the school, and further build our relationships and trust with both institutions and individuals in Rolesville.

As mentioned earlier, soon after the team began interviewing, we realized that there is not a clear distinction between community members and service providers. Many individuals

interviewed both live in Rolesville and provide services to the community. In addition, participants who have lived in Rolesville for many years did not necessarily consider themselves to be a member of the Rolesville community. The team found, for example, that an individual with a Rolesville phone number may have a Wake Forest address, and attend church in Raleigh. Hence, the analysis was not able to make clear comparisons between the views of community members and service providers.

The interview referral process used to identify community members and service providers for interviews was a barrier to speaking with a broad cross-section of individuals. For example, referrals from an interview at one church resulted in interviews with more members of that church, many of whom share similar perspectives and values. Outside of the two main churches people are widely dispersed in faith communities. Therefore, it was difficult to obtain contacts with members of other churches, people of different faith backgrounds, and with those who are not members of a religious community.

Finally, the team was unable to make any contacts with Latino residents. Despite efforts made through New Life Church to arrange a small focus group with Latino members of the congregation, we found the Latino community in Rolesville to be quite small and reluctant to speak with us. Based on Wake County information, it is likely that a significant proportion of the Latino community in Rolesville is undocumented workers who may be wary of speaking with any members of the academic or government establishment.²⁰ Also, El Pueblo, Inc., a local service provider, was unable to direct us toward Latino community leaders in Rolesville. An additional barrier to sustained contact was lack of Spanish fluency among team members.

COMMUNITY FORUM

Planning

A Forum Planning Committee was formed to organize a Community Forum to bring community members and service providers together to discuss the findings and determine actions steps to address them. The Planning Committee was composed of six AOCD team members, two community members, and six service providers. During the interview process we asked each interviewee if he or she would like to participate, and those who expressed interest were contacted and invited to the meetings. We were pleased to have a wide range of participants on our Committee, including representatives from Rolesville Baptist and New Bethel Baptist, Rolesville government officials, and community members.

The Forum Planning Committee met four times between mid-March and late April. Committee members helped the team set the date and time of the event, advised us on location, and helped select the most relevant six themes for small group discussions during the forum. The committee also gave us guidance about gaining community buy-in for the event in order to ensure strong attendance, such as involving town officials, asking for support from the Town Board of Commissioners, and publicizing the event. One limitation to the process was that community member and service provider attendance was somewhat irregular, presenting an obstacle for meeting-to-meeting continuity. However, we felt pleased with the wide range of voices and varied input from all involved, and the successes of the Community Forum were directly related to the assistance provided by this committee.

Publicity for the Community Forum took the form of fliers posted in local businesses, announcements in church bulletins and during church services, announcements at town meetings, and an article in the Wake Weekly newspaper (see Appendix L). In addition, AOCD team members

passed out fliers and advertised the event to residents attending the Recreation Day parade and carnival.

Event Summary

The Community Forum was held at the Rolesville Fire Department on a Monday evening. It attracted nearly forty community members and service providers, of diverse backgrounds. However, many more older residents, who had lived in Rolesville for a long time, than newcomers attended. Also, no Latino residents attended, but one Latino service provider did.

As forum participants arrived at the Fire Department, they were directed to a registration table where they received a nametag, a raffle ticket for door prizes, and a packet. The packet included a Forum agenda, a brief description of the Community Assessment Team, and an overview of community strengths and challenges that had been identified in interviews; quotes from interviews were used to describe each theme (see Appendix M). Participants were asked to sign up for small discussion groups based on the issue that most interested them. A display table was also set up by a representative from the North Carolina Division of Radiation Protection to provide information on radon, a concern brought up by some community residents. During the first part of the forum, attendees socialized and ate dinner donated by local businesses and Wake County Human Services. Entertainment was provided by the Caro-Liner Classic Line Dancers from the Wake Forest Senior Center, of which several Rolesville residents are members. Throughout the forum, door-prizes were handed out via raffle tickets. The prizes included free lunches, a car wash, plants, and gift certificates donated by local businesses (see Appendix M).

The Community Forum formally started with opening remarks given by Rolesville Fire Department Chief Rodney Privette, a long-time community resident and also a Forum Planning Committee member. He introduced the AOCD team, commented on how long the team had been in the community, and discussed the goals for the Forum. Regina Petteway and Jeff Woodard of

Wake County Human Services, the team's preceptors, spoke about the reasons the county asked for Rolesville to be assessed and expressed hope that the assessment findings could be used by the county to better serve the needs of the Rolesville area. Team members then provided an overview of the AOCD process, including methods used during the interview process and how the interview content was analyzed. A brief summary of strengths and challenges for the community was presented. Finally, participants divided into small groups to discuss ways to address these challenges.

Small group sessions at the forum provided a way in which participants could have a more focused, in-depth discussion on an issue of concern and were also intended to allow for some direct action steps to be planned by the participants of that group. Each group was facilitated by a team member who used discussion strategies described in the Methods section to direct the conversation in a manner that allowed for individuals to express concerns, needs, and ideas for action steps to create change – addressing the community's needs by building on its assets. The themes discussed included Community Identity and Involvement, Diversity and Change, Health and Other Services, Planning Growth, and Traffic Congestion. The outcomes of these discussions are presented in the Primary Themes section. A sixth theme, Entertainment and Recreation, was not discussed due to a lack of interest from forum participants. Information gleaned from interviews about this topic is included with the Secondary Themes.

To conclude the forum, a representative from each of the small group sessions reported back to the larger group, summarizing the discussion and detailing the planned action steps. A team member summarized the report backs from the small groups and acknowledged the individuals and businesses who provided support for the Forum. Finally, Rev. Lenwood Long, Pastor of New Bethel Baptist Church and a member of the Forum Planning Committee provided closing remarks. He expressed to participants that this forum was not an end, but rather a beginning for the

community and emphasized not only the importance of the community taking responsibility to carry out action steps devised in small groups, but also hope that the Forum had been a good venue for town and county officials to learn from the Rolesville community so that they can be more responsive to their concerns in the future. As participants left, they filled out evaluation forms asking for their feedback on the forum, including ways to improve the forum as well as things that they felt were done well (see Appendix M).

The evaluation form asked each attendee to assess the strengths and weaknesses of the event, and the team was pleased to read that many people felt the Forum brought together people of different backgrounds who can work together for change. One community member wrote, “I heard from people outside of my comfort zone” and another said, “I actually met people from my community.” People also expressed a desire for more opportunities for interaction. One person wrote that he or she would like to have a “series of discussions with different cultures to increase participation and comfort.”

Community members also expressed concern with how the Forum ended, which reflected the nature of the AOCD process. At the end of the process, the team leaves the community so that community can use its new or reinvigorated capacity to address its concerns independent of outside “help.” One comment that reflected this was, “I don’t have a sense of closure, i.e., what the next steps are.” Though some in the Rolesville community may have felt that they were left without a definite plan of action, others appreciated that the process helped the community create their own plans for the future. “I enjoyed the evening and hope the results will make for a better transition during the changes we know are coming,” was one comment.

The large majority of evaluations were positive, and the suggestions that better plans of action be developed and more community participation promoted in the future are very useful.

They should be taken into account by anyone planning to work with the Rolesville community in the future.

STRENGTHS AND ASSETS OF ROLESVILLE

Community Member and Service Provider Perspectives

Community members and service providers in Rolesville are enthusiastic when discussing the strengths of the community. Most commonly they mention Rolesville's community spirit and dedication to volunteerism, its small size, the town's emphasis on providing opportunities for youth, particularly through the Parks and Recreation programs, and its vibrant local institutions, such as the churches, EMS, and the Fire Department.

One community member commented, "To be part of the Rolesville community is to be part of an enlarged family of friends." The small town atmosphere and the willingness of people in Rolesville to help their neighbors were discussed repeatedly. One resident called Rolesville a "helping community" and a service provider said "People will bend over backwards to help you. That's the sort of thing you don't find in large communities. People watch out for each other in this community too. That's a very good thing." Another service provider commented "You've got a lot of willing volunteers here – people who want to be involved, who care, who want to participate and put their two cents in."

Rolesville churches were described by both community members and service providers as a focal point in the community, particularly as a place where community members come together. One resident said "I feel like church is almost the hub of the social activity in our community – Rolesville Baptist Church and New Bethel Baptist Church," and another commented "I think church plays a major role in town, in decisions that are made, and the way people treat each other." The pulpit exchange between Rolesville Baptist and New Bethel Baptist was often mentioned as a

positive force for building relationships between people of different backgrounds in Rolesville.

Each of these churches also recently built new recreation centers for their congregations, illustrating their important role in social activity in Rolesville.

Rolesville EMS and the Rolesville Fire Department were mentioned as community strengths, not only for the emergency services they provide, but also because they exemplify the ability of the community to come together and get things done. The existence of the Rolesville EMS team, building, and equipment is the result of community-driven efforts and fundraisers, and the result was “one of the best EMS groups that there is in Wake County.” Regarding the Fire Department, a resident noted “The Fire Department has always been really active here. That’s where people turn to when something happens...The Fire Department does things that are not really in their realm – they go the extra mile you might say. You count on the Fire Department being there.”

In Rolesville baseball and softball leagues for youth were often described as a source of community pride. One service provider noted how important these recreation programs are: “There is an immense interest in sports in this community by the young people, and the parents have taken a great lead in helping with the sports activities.”

Team Perspectives

From the very beginning, the team felt welcomed by Rolesville residents who introduced themselves to us on the street and in church. During our visits to church, it was obvious that church leaders have a deep commitment to the community and its future. As we interviewed community members we were impressed to learn of the town’s history of volunteerism. When we volunteered at the Recreation Day parade we noticed the efforts of community members and town officials to make this a special day for Rolesville’s youth. The dedication of volunteers who coach and support these teams was also evident. The team appreciated the willingness of the Fire Department to make an extra effort on behalf of the community as host of the Community Forum.

PRIMARY THEMES

This section includes the primary themes identified in analysis of interviews. Community member, service provider, and team perspectives are presented for each topic. A summary of Forum Small Group discussion and action steps for each issue is also included, and a table of this information can be found in Appendix M.

Community Identity and Involvement

As Rolesville grows, its sense of community diversifies.

Community Member and Service Provider Perspectives

Rolesville service providers view the town as small and rural but “doubling or quadrupling its population in the near future.” Until very recently, Rolesville was a farming town with a reputation for being closely knit and closed to outsiders. Community members and service providers view Rolesville as becoming more of a “bedroom community” for commuters who work in Raleigh because of its location between Raleigh and Wake Forest and its ample room for growth. These new residents are called “transplants” and they are sometimes viewed by community members as “yankees” or “outsiders.” One service provider noted that “if you ask [new residents] where they live, they’ll tell you Raleigh because they work in Raleigh, they shop in Raleigh, and they chose to live just outside the city of Raleigh.” Most agree that the recent growth in population has put a strain on community relationships and infrastructure. As illustrated in this quote by one community member, “...our town board, already getting people on there that aren’t from here, but the local people want to sit back and won’t get involved.” Another community member noted “unless newcomers have kids, they may be hard to incorporate into the community. They will have to get involved in the school or the church to become a part of the community. If newcomers are from Raleigh, they may still ‘stay a part of somewhere else.’”

The spirit of volunteerism and sense of community are the biggest assets of Rolesville. “We’re a small community that gives a sense, even in the growing, that has togetherness, a community spirit.” This sentiment was echoed by service providers and community members. People feel it is a good place to raise children because of this friendly and helpful environment, and this is reflected in the recently developed town website. However, all agree that as Rolesville has grown, it has been more difficult to maintain this feeling of togetherness, and that there have been fewer community-wide activities in recent years. As one interviewee stated, “People are not as involved in church as they used to be—too many other activities are going on. In years past, the church and school were the centers of activity in the community.” There has also been a decline in community involvement in local politics, a sentiment that was voiced by many community members and service providers.

The volunteer-run Department of Parks and Recreation and Rolesville EMS, and the Fire Department are cited as products of the community’s spirit and atmosphere of togetherness. Rolesville EMS is not only a vital health resource, but also an example of what the Rolesville community can do when it works together. Baseball and softball leagues are the primary focus of the Rolesville Parks and Recreation Department and the 29 teams of boys and girls ranging in age from 5-15, each sponsored by local businesses. Meanwhile, future recreation activities are focused around the construction of a 35-acre park. The volunteer board of Parks and Recreation was a driving force behind the development of the park, which is still in construction but will have walking trails, tennis courts, and basketball courts.

The Rolesville website¹⁷ recently reinvigorated by municipal officials, provides general town information, contact information for the local government, and a calendar of events among other things. Service providers seem excited about the effect the website will have on people searching for information about the town: “It’s got a lot of character and a lot of information that

will represent the town well,” one said. Because the town is becoming more prominent as it grows, many providers are concerned about how others view Rolesville. The website is a source of pride that, though small, this community is sophisticated and has a lot to offer.

Team Perspectives

Team members observed that Rolesville has a very strong sense of identity and that its history and until recently, stable population, have been markers of this identity. Our attendance at church services also left us feeling that Rolesville is a friendly, close knit community where people help each other. However, it seemed to us that as the town has experienced rapid growth it has been difficult for community members to keep up the same level of involvement that was present when the town was smaller. The experiences of one team member at a town Planning Board meeting reinforced the comments people had made to us that lately, residents are more concerned about small things. At the meeting one resident was very concerned about the change of a street name, and less so about an important development plan up for discussion. However, the team was very impressed with the unity and excitement generated by Recreation Day.

Small Group Discussion

At the Forum, seven people participated in the Community Identity and Involvement group, representing a cross-section of forum attendees including men and women, middle-aged and senior citizens, White and African-American, newcomers and long-time residents. The discussion in this group echoed much of what had been brought up in interviews with community members:

Rolesville has been a community with a very high level of community involvement, but it has noticeably decreased in recent years, especially in the last 3-5 years according to members of the group. The goal identified by the group was to increase outreach among newcomers to and old-timers in Rolesville. Below is a summary of possible action steps that could be used in this area:

- *Create more regular community-sponsored opportunities for people to come together.* Rolesville has popular events such as Recreation Day and the Fourth of July Celebration, but people felt these were too few and far between.

- *Initiate regular use of the new park and gazebo.* Group members felt that the new gazebo that is part of the 35-acre park in Rolesville would be an ideal place to bring the community together more often. Planning activities around children would be an important thing to keep in mind. However, the park is currently still in the construction stages. As of yet, there are no walking trails, no grills for cook-outs, and no parking.
- *Create a community “cheerleader” or welcoming committee to improve relations between newcomers and long term residents.* Group members discussed the feasibility of only one person or a few people taking this role on since Rolesville is growing so rapidly. It was determined that a wider commitment would be needed to ensure personal contact with newcomers and to organize events that would involve the wider community.
- *Better publicize community events.* Group members expressed the need to include all people who identify as part of the Rolesville community in events, rather than just people who live in the town borders, or people who just attend one church or another. The group discussed advantages and disadvantages of ideas that have been used in the past to publicize events, such as church bulletins, water bills, and advertisements in the Wake Weekly newspaper. One new method is using the Rolesville website which has been recently reinvigorated.

Diversity and Change

As growth increases, so does the diversity in the population, bringing change.

Community Member Perspectives

When asked how different ethnicities interact in Rolesville, community members reported that there is not much overt discrimination. As one community member explained, “I don’t see any overt discrimination. I think it’s just a case of people [being] raised that way as far as...we go to this church, our family has always gone to this church. And I think that’s why it’s still the case. These churches have been around for a very long time.” The churches in town come together each year for pulpit exchanges and fellowship, but for the most part, the White and African-American populations worship separately. There have been efforts at Rolesville Baptist and at New Life to reach out to the Latino community, and there is also a very small Latino church, La Luz del Mundo Casa de Oracion next door to New Bethel that provides services for Spanish-speaking citizens.

Growth and development in Rolesville also brings the challenge of new people moving in to Rolesville, many of whom primarily work and shop in Raleigh or other locations outside of town. It

was stated by one interviewee that “newcomers have no association with Rolesville” and many people we talked with termed Rolesville as a “bedroom community.” This is a concern for long-time residents, who fear reduced levels of town involvement as the town grows. People claim that they do not want newcomers on the town board, yet some long-term residents have been reluctant to get involved.

Service Provider Perspectives

Service providers were candid about the lack of communication and interaction between ethnicities. They agree with the community members that church is the most segregated place in town; “people of different races interact socially with one another, but religious and support services are segregated.” They recognize that with the new development a greater number of minorities will be moving in and creating a lot of change in town demographics. Service providers feel that the town is currently not reaching out to the different populations and will face some difficulties adjusting to the change. However, they are hopeful, as one provider mentioned: “Change is good because the more influences, the more accepting the community may become of the cultures and other ethnicities.” Both service providers and community members agree that Rolesville Elementary School has been successful at bringing together people of different races and ethnicities.

Currently, there are limited services for the Spanish-speaking community. Providers see a “desperate need” for these services because of the growing population of Spanish-speaking immigrants. Language barriers greatly impact the quality of services and can prevent Spanish-speaking residents from receiving the services they need. Many providers are attempting to learn Spanish, but truly bilingual services are rare. The language barrier can also contribute to cultural misunderstandings between recent immigrants and long-time residents.

Team Perspectives

The team observed differences between White and African-American participants and their

concerns about social interaction and community cohesiveness in the town. It should be noted that the team did not interview Spanish-speaking residents. More Whites than African-Americans felt that there were comfortable social interactions and stronger community cohesiveness.

Initially, the team was surprised that in a small, predominantly Baptist community that there were separate churches for White and African-American Baptists. Yet, as we spoke to community members and reflected on our own experiences, we realized that the racial segregation in Rolesville's religious community is not unique, but instead reflects long-standing American traditions. However, when making a decision about where to hold the Forum, we did experience difficulty in finding a location where people of all backgrounds would feel comfortable.

It was clear to us that White and African-American residents view Rolesville's institutions differently. During our Forum planning experience and the Forum itself, we observed a genuine desire by some residents to increase connections between races in the town. While long-term progress has been evident, it is possible that newcomers and an increase in Spanish-speaking residents will alter future dynamics and present new need and opportunities for change.

Small Group Discussion

The Diversity and Change small group session during the Forum drew fifteen participants of different ethnicities, and included long-time residents, newcomers, town leadership, and service providers. As the discussion progressed, it was apparent that two kinds of diversity were being discussed: cultural diversity and newcomers versus long-time residents. The group agreed that town officials and residents need to acknowledge the challenges posed by rapidly changing demographics and the growth of Rolesville's population. The challenges raised were stereotyping, inadequate or inaccurate knowledge about other cultures, and the lack of diversity in local churches. Schools were identified as a neutral ground for interaction. For example, one participant stated that Rolesville Elementary is his church's source of information when it comes to seeking out the needs of the community. Group members decided on the following action steps to increase interaction

and communication among the diverse populations in Rolesville and increase efforts to reach out to them:

- *English as a Second Language (ESL) classes:* Rolesville Baptist Church plans to start ESL classes in the fall of 2004. Contacts were made between church leaders and the Faith Community Project Leader of Wake County Human Services so they could assist in future programming.
- *Increased participation in town discussions:* Group members wanted to increase marketing and publicity efforts for Rolesville's Comprehensive Land Use Plan[∞] to bring new people into discussions and decision-making about future plans for the town
- *Diversify town events:* Group members expressed a desire to add culturally diverse activities to on-going town events such as the Fourth of July parade and Rolesville Recreation Day.

Health and Human Services

Residents often must go elsewhere to take care of their health needs.

Community Member and Service Provider Perspectives

Community members expressed concern that given Rolesville's current growth, the two doctors and one dentist providing primary care may not be sufficient to meet future health care needs. It was noted that these providers only accept a limited number of people in Medicare and Medicaid programs. In addition, many residents travel to neighboring Zebulon, Wake Forest or Raleigh for general health services, and all must leave the town for specialized care. However, some service providers expressed the opinion that services in town are underutilized because residents are in the habit of seeking health care in Wake Forest and Raleigh.

Some community members and service providers expressed the desire for clinic services in the town. One service provider said, "I'd like to see a clinic out here [in Rolesville] at least a couple days a week. If they can put a trailer in Zebulon and have a clinic there at one of the schools,

[∞] The Comprehensive Land Use Plan will provide guidance for decisions that affect Rolesville regarding growth, transportation, and greenspace. The purpose is to portray a clear vision for the Town's physical development, outline goals and objectives to guide public and private decisions that affect development, and specify actions that need to be taken in order to achieve the goals and objectives. The plan will be used as a tool to assist the Town Board of Commissioners, Advisory Boards, Staff and Citizens. Meetings to discuss this plan will begin mid to late summer, 2004.

I don't see any reason why they can't have one here." A community member agreed, stating "If they are going to build all these homes and things, people are going to need health services here."

With regard to the provision of human services for residents of Rolesville, the closest locations are the Wake County Human Services Centers in Zebulon and Raleigh. The challenges raised were: (1) people who need assistance may not have the capacity to travel to those locations for appointment; and (2) providers contend with many missed appointments due to clients' scheduling and transportation problems. Another service provider stated that:

...the whole northern end of the county has experienced a tremendous amount of growth, and it's been putting a strain on all services [there has been] a need to increase the amount of days that [the North Wake Human Services Center] is open here to accommodate some of the greater variety of services-and so that people don't have to travel so far to obtain social services, health services"

When asked about needed human services in the community, both community members and service providers mentioned the need for assisted living and skilled care facilities for older adults. One service provider stated that emergency services for food and shelter are important to have available for low-income residents.

A few people interviewed expressed their concern about potential health hazards and water contamination caused by radon emitted from the granite rock on which the Rolesville community sits. A February 7, 2004 article in the *News & Observer*¹⁵ reported that the granite rock in Wake County, otherwise known as the Rolesville batholith, releases radon, which when airborne, is linked as the second leading cause of lung cancer.¹⁵ The article also reported that Wake County's Environmental Service Department was testing radon levels in homes.¹⁵

Although concerns about health and human services were voiced most strongly in the interviews, the need for a larger post office and public library were also mentioned by community members and service providers. They recognized that Wake Forest has a senior center and a library that Rolesville residents can use, but feel it is important to have these services in their own town.

Team Perspectives

When the team was first introduced to Rolesville through Wake County Human Services (WCHS), it was apparent that many health and human services were available to residents, but at some distance from the town. On our windshield tour of Rolesville, we noticed one doctor's office, but noted the lack of other public and private services. Gradually it became clear to us that although many people do leave Rolesville to access services, this was not their preference. We discussed our hope that WCHS will be able to build another regional center either in Rolesville or Wake Forest that will meet the needs of this growing community.

Small Group Discussion

Two individuals chose to participate in the Health and Human Services small group discussion at the forum. Both were very knowledgeable of previous projects undertaken by the Rolesville community and in surrounding towns. Similar issues to those reported in interviews were raised in the small group: they communicated that more specialized services are needed, especially an adult day care facility. Other specialized services they raised included: mental health services, optical and hearing services, health care for people with drug dependencies, and pregnancy and HIV prevention services. They explained that Rolesville is "low on the political pecking order" and, therefore, to secure additional health and human services, connections need to be made with high level county and state political officials. The following action steps were determined to attract needed attention for services to be located in their community:

- *Initiate community organizing for a Senior Center:* The group wanted town residents to learn the steps that were taken for development of a senior center in Wake Forest and an EMS in Rolesville and follow these models. Both of these agencies started with grass-roots efforts and group members felt that using a similar process could facilitate the development of needed services discussed above.
- *Increase pressure for funding:* Group members expressed the need for individuals to contact county and state representatives to express concern and need for funding and services in Rolesville.

Traffic Congestion

Traffic congestion negatively impacts quality of life of residents.

Community Member and Service Provider Perspectives

One community member described traffic in Rolesville in this way: “You just have to be here to see it – in the mornings and evenings it’s unreal.” This statement captured the sentiments of many community members interviewed. Most cited frustration with traffic congestion as one of the most important concerns. Service providers who live in Rolesville also named traffic congestion as a major concern. As explained by one service provider:

“The main problem is that we have U.S. 401 coming through town. In the mornings and evenings people who live in Franklin County [which neighbors Wake County on the east side] come down 401 going to work in Raleigh...so there is a lot of traffic congestion on that road.”

Community members and service providers agreed that traffic congestion greatly affects quality of life for Rolesville residents. As one community member commented, “Traffic sounds petty, but it’s not. We really do plan our activities around rush hour.” Others reported difficulty getting onto 401 from their driveways during rush hour and frustration with the amount of time it takes to get through the stoplight or make left turns. And one community member added “When I walk in the mornings, it is almost impossible to get across the street.”

Community members and service providers also agreed that traffic congestion in Rolesville is tied closely to the growth the town is experiencing. Residents reported that congestion has worsened in the past few years, with increasing numbers of people moving into new housing developments: “I never used to have to wait at the traffic light, and now it will change three times before I can get through and I can’t get in and out of highway 401.”

Although community members and service providers agreed on the current problem of traffic congestion and the impact on quality of life, there is less agreement about how to address the issue. One of the most frequently cited solutions to traffic congestion was to construct the 401 bypass, which the town is currently discussing with the North Carolina Department of

Transportation (DOT). Community members expressed the belief that the bypass will offer a “great relief” to traffic on highway 401. However, service providers conceded that it may be at least four to five years before the DOT completes the process of approving the plans, acquiring land, and building the road.

A service provider commented, “Life in Rolesville is very congested, and it’s going to get worse –unfortunately it’s got to get worse before the DOT will make any changes that are warranted.” That is, the DOT may require a larger traffic volume than currently before approving plans or funding for a new road. In the meantime, quality of life for Rolesville residents will continue to be impacted by traffic congestion.

Nonetheless, community members expressed a desire to prevent further increases in traffic congestion, in the interim, through increased regulation of new housing developments in the town. Some community members expressed the belief that the town government is committed to planning growth in the best way possible and is making efforts to do so. Others expressed frustration that the town government is not receptive to their concerns: “The residents generally feel like they don’t want more people and more traffic. The town officials want the community to grow and to prosper.”

In general, town officials expressed a commitment to control growth related to traffic: “I know the attitude of the town board now is, if you want to build in Rolesville, you will meet our requirements or we won’t approve the plans.” A member of one of the local boards reported:

“Every meeting that I go to and every plan that I vote on, I want to know what the traffic implications are and provisions for traffic. The planning board reviews all the proposed development projects out here and we look at infrastructure, streets, and connectivity. We look at stoplights and we look at turning lanes. We are very concerned about traffic – it’s a big issue.”

Though community members and service providers are currently focused on traffic congestion and trying to determine the best ways to address the problem in town, the issue may be difficult to solve. The traffic problem will be compounded by the addition of hundreds of new

homes comprising housing developments, which have been approved by the town of Rolesville. An even greater problem is that traffic in Rolesville is impacted so profoundly by factors that cannot be controlled by the town, such as growth in surrounding areas. After talking with both community members and people who serve on the Town Board or Planning Board, it was obvious to the team that finding a fully funded viable solution to address traffic congestion in Rolesville is complex and that views in the community are wide-ranging on this topic.

Team Perspectives

The team experienced Rolesville's traffic congestion first-hand, including being late to a few meetings due to heavy traffic on U.S. 401 during the afternoon rush hour. We considered how the town could address a traffic problem that seems to be largely due to influences outside of its control, such as Franklin County commuters. We also questioned if it would be possible to live in Rolesville without access to a private car. After the Forum, it became clear to us that Rolesville is facing a paradox: more growth will increase traffic and the negative impact on quality of life, but it is also a necessary condition for the Department of Transportation to fund and build the 401 bypass that will make Rolesville less congested.

Small Group Discussion

Community members and service providers attending the Rolesville Community Forum were equally as adamant as people who were interviewed regarding the impact of traffic congestion on their quality of life. A group of approximately ten community members and service providers discussed the current situation and potential action steps for alleviating traffic. The group was very cognizant of the complications surrounding traffic and growth and listed factors that hinder possibilities for making change. The group also determined several strengths that could provide support for solutions.

Group members were most adamant about reducing traffic by controlling growth locally. Several expressed support for a moratorium on approval of new developments in the town until the

U.S. 401 bypass is completed. Most group members believed that people who live in Rolesville are not adequately voicing their concerns and opinions about growth and traffic at town meetings.

Possible solutions discussed were: adding an additional lane to U.S. 401 with the possibility of changing traffic patterns based on the time of day; adjusting traffic light timing; placing an article in the Wake Weekly about courteous and efficient driving; and increasing the speed limit on U.S. 401 through town. After some discussion, the group prioritized the following steps for action:

- *Increase lot size requirements for new housing developments:* Group members indicated this was important in limiting the number of cars added to the local traffic burden. They determined a need for increased community involvement with the town board and planning board on this issue and decided that sending neighborhood representatives with petitions would be effective.
- *Speed up funding for the 401 bypass:* Group members wanted to place pressure on state legislators to find funding for the 401 bypass project.
- *Increase police efforts to direct traffic during rush hour:* Group members felt that current police efforts to direct rush hour traffic (such as in front of Rolesville Elementary) are effective at keeping traffic moving and would like to expand police presence during peak hours.

Planning Growth

The anticipation of “growing pains” is itself a strain.

Community Member and Service Provider Perspectives

Community members and service providers agreed that growth is one of the most important concerns facing Rolesville. Though most viewed growth positively, they expressed anxiety about the effects that unmanaged and uncontrolled growth could have on the community.

Community members had faith in their elected officials, but were concerned that there is not enough communication between officials and the community about growth. Some said the community often does not know about new developments until they are being built. Though adult community members also want their town to prosper, they were concerned about the stresses growth was putting on Rolesville. One youth expressed her quality of life concern as “They’re

pulling up too many trees and they're taking too many animals, because we used to see so many deer and rabbits in our yard. Now they're very scarce."

In general, service providers were of the opinion that the growth was already being planned and must continue to be planned. One provider felt that the town government had taken great strides in becoming more stringent about what growth it would approve:

I know the attitude of the town board now is if you want to build in Rolesville you will meet our requirements or we won't approve them. Where in the past there was a feeling...you could come in with a chocolate bar and they'd run away and say 'Oh thank you, thank you!' And now we're in a situation of 'You better bring us a whole box of candy or we're not even going to talk to you.' And that means I think that we can control the quality. To me, quality of development relates to quality of life.

Providers and town officials interviewed expressed hope for a more inclusive process for planning town growth, whereby the community would become more involved in the planning process.

Team Perspectives

Driving through Rolesville, team members saw firsthand the pressure that new growth is putting on the town. Almost everything in Rolesville lies along two main streets that meet at its historic crossroads, lending to the small town feel that residents love. However, from talking with a variety of people in the town, it was also clear to the team that Rolesville is excited about what growth can provide. Service providers and community members both want what is best for Rolesville; frequent public meetings have tried to address the hope of achieving a balanced growth that is positive and enriching. Ideally, a solution will retain Rolesville's small-town feel while providing the excitement and diversity of a prosperous, growing suburb.

Small Group Discussion

A diverse group, including one longtime resident, a pastor, a newcomer, and two outsiders to the community, chose to discuss Planning Growth at the forum. The group discussed their feelings about the growth Rolesville is experiencing and decided that the best way to deal with it is to improve communication within the community. The group was concerned that community members often do not know about new developments. They also felt that town officials may not

know how the community feels about growth because of low community turnout at planning meetings. Some discussion also related to increasing involvement of newcomers in the community.

Action steps created in this discussion are listed below:

- *Placement billboards with community events, dates, and times at important locations:* Rolesville community members often do not know when important Town Board and Planning Board meetings occur. A billboard would be an easy way to ensure that community is aware of every opportunity to have a voice in planning town growth.
- *Welcome newcomers during their first year in Rolesville and give them a calendar with community events listed.* Newcomers often do not know about the many community events held in Rolesville and feel uncomfortable about getting involved in community planning. The group members felt that a calendar marked with upcoming events would be a welcoming gift that would encourage more involvement from this part of the community.
- *Place displays of development models at large community events.* The group felt that if residents saw models of the coming housing developments they might be more interested in becoming involved in planning growth.
- *Create volunteer public relations board.* Volunteerism is one of Rolesville's major strengths, and the group suggested that a way to use that strength would be to create a volunteer board that would be dedicated to pursuing better relations and communication between the government and community.

SECONDARY THEMES

Secondary themes that were identified, but not discussed at the Forum, are: Youth, Public Transportation, Entertainment and Recreation. Entertainment and Recreation was a planned small group option to be discussed at the Forum but no one selected it.

Entertainment and Recreation

A lack of entertainment options as well as opportunities for adult recreation inhibit community closeness.

Community Member and Service Provider Perspectives

Adults and youth from the community expressed a desire for more entertainment in Rolesville. Currently, many community members said they leave town to have fun with family and friends. Several residents expressed that they are looking forward to the town park currently in

development, and hope that a library and a movie theatre may also be built. Some felt that more entertainment in Rolesville would bring the community together:

For a nice meal out you have to go to Raleigh – just about everything we do we have to go to Raleigh to do it, right, so if some of those things were here, I think the community would be more closely knit and that would help.

Service providers echoed community members' feelings about the lack of entertainment in Rolesville, particularly opportunities for adult recreation. They also reiterated the need for a library in Rolesville. Service providers noted the town's ability to successfully organize and execute events such as Recreation Day and the Fourth of July celebration, and other events that currently provide the community with entertainment.

Team Perspectives

The team wondered what restaurants, nightlife, and weekend or leisure activities were available in Rolesville. The new town park gazebo attracted the team's attention as a potential source of recreation and opportunity for volunteering. The lack of restaurant choices in Rolesville surprised team members, and it seems unfortunate for residents to have to travel to Wake Forest or Raleigh in order to dine out.

Youth

Churches and sports exert a strong influence when growing up in Rolesville.

Community Member and Service Provider Perspectives

Fourteen teenagers who take part in a church youth group participated in two focus groups (each with seven people) at a local church. The teens were eager to express their opinions about life in Rolesville, their perspectives on school, and their overall impressions of the growth and change in their small town. This summary on youth in Rolesville is a compilation of information gleaned during the focus groups as well as information from interviews with community members and service providers.

School and life at school were primary topics of discussion that the focus group participants were interested in sharing. Youth attend Rolesville Elementary School through the fifth grade. Wake Forest-Rolesville Middle School is for 6th-8th graders, and students in Rolesville primarily attend high school in either Wake Forest or Raleigh. The teens had mixed feelings about their lives at school, echoing the sentiment of adolescents everywhere. Some of them very much enjoyed the school they attended, and others were not as positive about their experiences. One student said: "It's good to grow up here because I'm still hanging out with all the friends I did in elementary school and the people who grow up in Raleigh all go to different schools by the time they are in high school, so we're still going to school with the same people and it's nice." Other students agreed. The Wake County school system is currently in the process of redistricting which may have an impact on Rolesville residents in the future.

According to both community members and service providers, "Rolesville is a great place to raise kids." Some community members and service providers commented that the school is the primary place that people of different races and ethnicities interact. One community member expressed that "I think the schools have done a great part in bringing blacks and whites together, you know through the school system, where the children all mingle together."

The teens discussed how sports like baseball and softball are the primary recreational activities for youth in Rolesville along with other sports like soccer and basketball. In addition, there is a karate studio in town as well as a dance studio in Wake Forest that moved because it outgrew its space in Rolesville.

Both Rolesville Baptist Church and New Bethel Baptist Church offer many activities ranging from Sunday school to youth groups. The students expressed that they very much enjoyed participating in activities at their church. One teen said: "I like it small where everybody knows each other, you build a relationship. We're almost like a family here." They explained that, besides

sports and church, there are not many other fun activities for youth. A participant said that one down side to living in Rolesville is “not having anything to do close by, and we don’t have our license or anything – you can find things to do, but there’s not any real big opportunities...fun-wise.” There is a video rental store in town but to see a movie in a theatre they have to go to Raleigh. One teen suggested that the old EMS building could be used as a place to play movies for Rolesville residents. A number of others thought that was a good idea and that it would not take very much effort to make happen.

The teens had similar thoughts to those of community members and service providers about growth and its effects on life in Rolesville. A number of them had mixed feelings, with one student saying “There’s a lot I don’t like, or my family and I don’t like, but we have to learn to agree with it or just live with it because it’s going to work better for the community and that’s how it needs to be. It’s not all about us – it’s what’s best for the town.”

Team Perspectives

When first visiting Rolesville, the student team looked for places where kids "hang out," such as a community center or park for kids to safely congregate. The team agreed that it would be important to interview young people during the AOCD process to learn their unique perspectives. As the team learned more about the community of Rolesville, it realized what an integral part churches play in the lives of young people in the community. Overall, team members got the impression that Rolesville youth are happy growing up in their small town, yet there are few outlets outside of sports and church.

Public Transportation

A lack of public transportation reduces accessibility to services.

Community Member and Service Provider Perspectives

Community members and service providers agreed that people without cars may have trouble getting to services outside of town. Many people who cannot drive or do not have a car rely on friends, neighbors, or church to help them get places. A lack of options for public transportation presents a challenge for the Rolesville community:

Transportation is a big problem for people coming for their healthcare...patients who come to see me frequently miss their appointments because they just don't have a ride or their ride didn't show up. I think transportation affects healthcare a great deal.

Team Perspectives

When asked about how people get around Rolesville, one service provider responded that Rolesville is a “walkable community.” The team perceived a disconnect between this statement and what was observed around the town. One team member noted that the streets did not appear to be “walking friendly” and that there were not sidewalks on both sides of every road.

SUMMARY AND CONCLUSIONS

During the AOCD process, we were able to talk with many community members and service providers in Rolesville to learn their thoughts about the strengths and challenges of the town. Because Rolesville is a small, rural town, many of the people we talked with have multiple roles in the community, making their perspective on the town unique. The content of these interviews and the discussion that occurred at the Community Forum reinforce that many issues facing the community are interconnected and share common solutions.

Six major issues emerged from interviews (five of which were discussed at the Forum), and each is integrally related to two overarching themes: growth and diversity. As one resident put it at the forum, “Growth is coming” and that growth will increasingly impact the community, services, and

life in Rolesville. With growth comes increased diversity, which will impact Rolesville's community identity. Rolesville residents are well aware of the links between these issues as indicated during the forum, when small group discussions frequently overlapped into relating topics.

These links illustrate the potential complexity of addressing challenges in the town, but also provide important opportunities for powerful solutions. The common ideas between recommendations for action that were discussed in small groups at the forum are listed below. These recommendations address multiple issues and may prove to have the most widespread community support due to the frequency with which they were revisited at the forum. The formulation of these steps was a significant accomplishment, and further defining and focusing these ideas into actionable steps will be important for community members, town officials, and church leaders.

- Increase pressure on politicians and officials at the state-level from Rolesville residents and government for increased funding for the U.S. 401 bypass and services for Rolesville.
- Diversify publicity of town events, meetings, and planning sessions to include long-time residents, newcomers, and people of diverse backgrounds.
- Create a public relations or welcoming committee to assist in incorporating newcomers into the community and improve communication between the town government and town residents.

One interviewee remarked, "Rolesville is a community that is growing – it's vibrant, it has a future. It is obviously going in the right direction – growth is taking place and along with that comes a lot of new challenges, new people, and needs."

Community members and service providers in Rolesville have a deep understanding of these new challenges. The many strengths of the community that were discussed during interviews along with the obvious commitment of both the town government and residents to create the best possible future for Rolesville will be essential assets in the town's ability to address the challenges raised by

community members and service providers in interviews and at the forum. One Rolesville resident said “The town works together – we are spread out in miles, but the heart, the body, the soul is a unit.” People in Rolesville have worked together throughout the town’s history to address challenges, and this strength will serve the community well now. Leaders from local institutions, including churches and local government, and county agencies participated in the Forum and we hope they will find ways to work with town residents to plan for Rolesville's bright future.

REFERENCES

1. Belvin, L., & Riggs, H. (Ed.). (1983). *The Heritage of Wake County, North Carolina*. Wake County Genealogical Society, in cooperation with Hunter Publishing.
2. Wake County Government. (n.d.). *Building Permit Statistics*. Retrieved February 19, 2004 from <http://www.wakegov.com/general/tax/interesting/Building+Permit+Statistics.htm>
3. Dougherty, K.D. (2003). How monochromatic is church membership? Racial-ethnic diversity in religious community [Electronic Version]. *Sociology of Religion*, Spring, 2003.
4. Wake County Government. (n.d.). *Eastern Regional Center*. Retrieved February 25, 2004 from <http://www.wakegov.com/locations/erc.htm>
5. Eng, E., & Blanchard, L. (1991). Action-Oriented Community Diagnosis: A Health Education Tool. *International Quarterly of Community Health Education*, 11(2), 93-110.
6. Freeman, E.A. (1976). *Our Past: History of Greater Rolesville Area*. Wendell, NC: Broadfoot Bookmark.
7. U.S. Housing and Urban Development Department. (n.d.). *HUD User: State of the Cities Data System*. Retrieved February 23, 2004 from <http://socds.huduser.org>
8. Golden, D.A. (2002, December 26). Emily Merritt vividly remembers how the town changed, grew. *The Wake Weekly*. Retrieved February 26, 2004 from <http://www.hls-inc.net/rolesville1/history/default.htm>.
9. Golden, D.A. (2002, December 26). Wake County's smallest town reaches 1,000. *The Wake Weekly*. Retrieved February 25, 2004 from <http://www.hls-inc.net/rolesville1/history/his01.htm>
10. Golden, D.A. (2004, April 15). Group still collecting comments about the good, bad in Rolesville. *The Wake Weekly*, p. A12.
11. Hancock, T., & Meredith, M. (2002). Community Health Assessment of Healthy Community Assessment. In M. Minkler (Ed.), *Community Organizing & Community Building for Health* (pp. 139-156). New Jersey: Rutgers University Press.
12. McElreath, J.M. (2002). *The cost of opportunity : School desegregation and changing race relations in the Triangle since World War II*. Ann Arbor, Michigan: UMI Dissertation Services.
13. North Carolina Government. (n.d.). *North Carolina State Demographics*. Retrieved February 24, 2004 from <http://demog.state.nc.us/demog/pb02tabl.xls>
14. *REMS: A Community Response*. Retrieved on February 20, 2004 from <http://www.rolesvilleems.org/index.html>

15. Rochman, B. (2004, February 7). Wake will test homes for radon. *The News & Observer*, p. B4.
16. Rolesville Town Government. (2002, December 12). *Rolesville History*. Rolesville, North Carolina.
17. *Rolesville, North Carolina*. (n.d.). Retrieved February 27, 2004 from <http://www.ci.rolesville.nc.us/>
18. Silberman, T. (n.d.). *Wake County Schools: A Question of Balance*. Retrieved April 7, 2004 from <http://www.tcf.org/Publications/Education/silberman.pdf>
19. Steckler, A., Dawson, L., Israel, B. & Eng, E. (1993). Community Health Development: An Overview of the Works of Guy W. Steuart. *Health Education Quarterly*, (Suppl 1), 3-20.
20. El Pueblo, Inc. (2002, July). *Assessment: Latino Children's Health in Wake County*. Wake County, North Carolina: author.
21. *Town of Rolesville EMS General Overview*. (n.d.). Retrieved February 20, 2004 from http://www.hls-inc.net/rolesville1/ems_fire/default.htm
22. Wake County Human Services. (2002). *Wake County Community Assessment Survey*. Unpublished data.
23. Wake County Public School System. (2003). Retrieved April 7, 2004 from http://www.wcpss.net/evaluation-research/reports/school-profiles/elementary/rolesville_elementary.pdf

LIST OF APPENDICES

Appendix A: Racial Demographics Bar Graph

Appendix B: Employment Statistics Pie Chart

Appendix C: Team Reflections on AOCD Process

Appendix D: Adult Interview Guides

Community Member Interview Guide

Service Provider Interview Guide

Business Owner Interview Guide

Appendix E: Youth Focus Group Information

Youth Focus Group Guide

Youth Focus Group Fact Sheet

Parent Consent form

Appendix F: Adult Interview Fact Sheets

Community Member Interview Fact Sheet

Service Provider Interview Fact Sheet

Business Owner Interview Fact Sheet

Appendix G: IRB Approval Letter

Appendix H: Participant Referral Form

Appendix I: Description of People Interviewed

Appendix J: Codebook

Appendix K: Empowerment Education Methods

SHOWED & ORID

Force Field Analysis

Trigger Example

Results of Small Group Discussions

Appendix L: Forum Publicity

Flier

Wake Weekly Article

Appendix M: Forum Documents

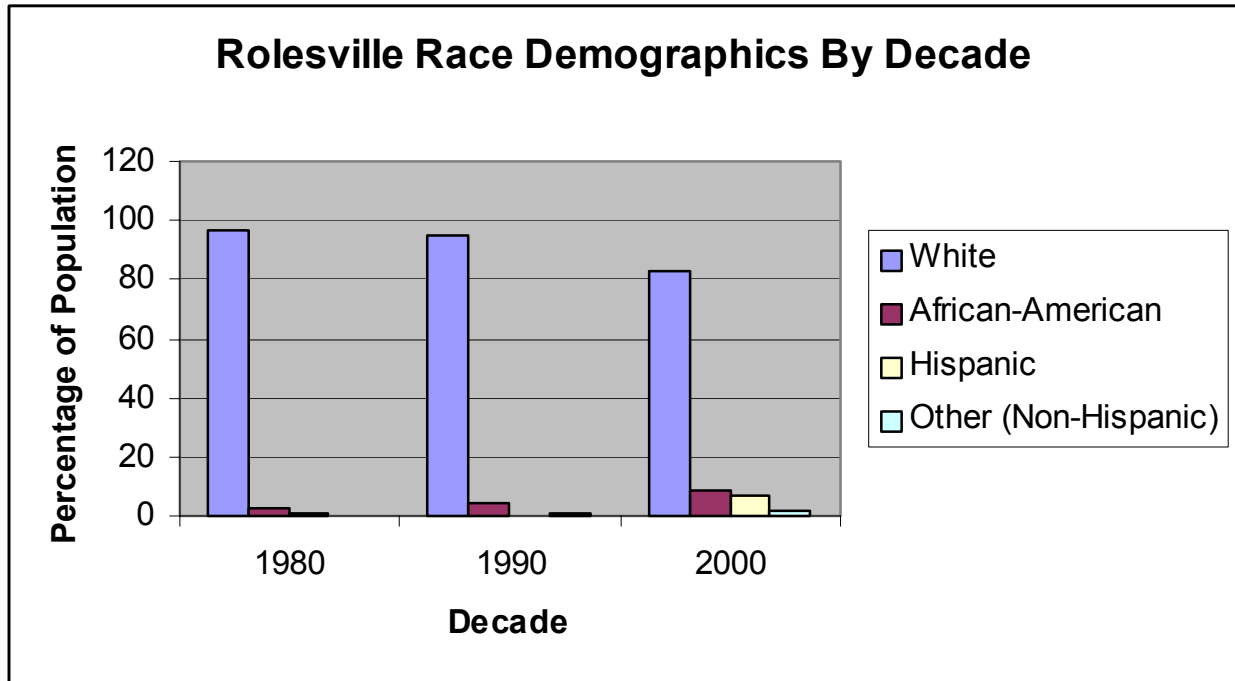
Forum Packet

Evaluation

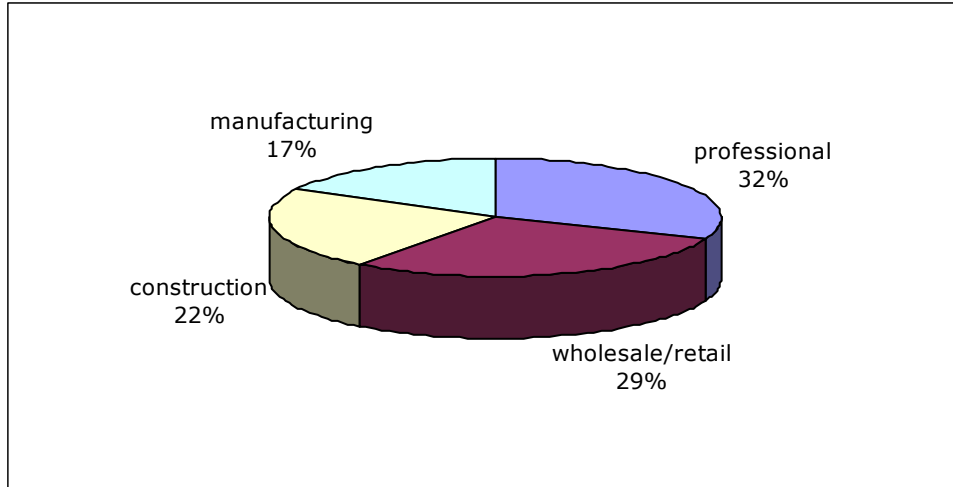
Table of Results of Small Group Discussions

Appendix N: Rolesville Maps

Appendix A: Racial Demographics Bar Graph⁶



Appendix B: Employment in Rolesville⁶



Appendix C

REFLECTIONS ON THE AOCD PROCESS

The purpose of this section is to give a better understanding of the team's perspective while carrying out this community assessment. Throughout the project, team members would reflect on the process and record their thoughts on our purpose in the community, the methods used, and the role of the community forum. From the beginning, the team struggled with the purpose of this assessment, the community's perception of the team, and even the name Action-Oriented Community Diagnosis (AOCD). We see this term as too "medical," giving the impression that we were seeking to "diagnose" the community with a problem. The term "community needs assessment" also has negative connotations^{9a}. We see our role in Rolesville as facilitating a community dialogue and identifying community strengths rather than trying to discover problems or needs. We attempted to bring people with different perspectives in the community together to develop action steps that can be taken to promote change^{4a}. For this reason, the team has preferred to use the term "community assessment" rather than "community diagnosis" or "community needs assessment." We feel this more accurately portrays our role in this process.

The team's views regarding the utility of conducting a community assessment for Rolesville changed over time. Initially, we wondered if a predominantly middle-class community like Rolesville would benefit from the AOCD process since the process was initially developed and used with marginalized communities.¹⁶ As Hancock and Minkler^{9a} discuss, the goal of the assessment is to empower the community and promote health. It was not apparent to the team that this small town where most people have access to health care, adequate housing, steady employment, and do not live in fear due to crime, and has a responsive government, strong churches and other community institutions, needed to be more "empowered." We learned that it is precisely these

Appendix C

assets that make an AOCD successful because the community has the ability to use these strengths to make change.

Through this AOCD of Rolesville, the team learned some fundamental best practices for working in communities. First, it is imperative when gaining entrée into a small, Southern town like Rolesville to make initial contacts with faith communities and local government. We found that attending church services, town government meetings, and town events were good ways to meet and introduce ourselves to the community and its leaders. Second, it is important to identify people in the community before a project begins who are interested in the project themselves and who want to be involved with the planning process. If we had been able to establish a Forum Planning Committee earlier in the process than we did, we feel we would have increased the amount of community participation and ownership in the project. Third, we feel extra effort must be made to contact those community members who may be harder to establish a rapport with, such as newcomers to the area or non-English speaking residents. Having bilingual group members is essential for accomplishing this. One strategy for gaining entrée into the Latino community is working through the faith communities to identify community leaders who can then introduce you to others in that community.

The initiation of our process in Rolesville influenced the way we felt we would be perceived by the community. The team was excited that WCHS had requested a team assess Rolesville because we felt it would have possible practical applications for WCHS to use as it plans future services. However, we were also concerned that our affiliation with WCHS might affect our interactions with the community. One team member related:

My team has an interesting dilemma because the information we gather from Rolesville can actually be used to make services offered by the county more sensitive to the needs of town residents and the community as a whole, but I am not completely comfortable

Appendix C

with the way we are being introduced to the town and wonder if we will be viewed not only as outsiders, but as people who represent the county, which may affect how people relate to us.

These concerns continued as team members began attending different community events such as church services and town meetings. After attending one such event a team member said, “I am conscious of the fact that no one in the community asked us to be there.” As the process continued and the team began interviewing, some team members questioned the utility of the interview guide, and wondered if interviewees would be more comfortable if there was no fact sheet or tape recorder. Some team members felt that the interview guide would not elicit candid responses. The team was also concerned about getting interviews from as many diverse perspectives as possible. One team member remarked:

I grew up in a small town and I think that it’s really important to hear the perspectives of different generations of individuals. Perspectives give life and heritage to what we know so far as being a cross-roads, buildings, houses, businesses, and land. The Town isn’t anything without the people inside.

Finally, the team believes that the Rolesville Community Forum served the purpose of giving attendees the opportunity to have their voices heard. Rolesville town officials attended, and the team felt attendees were able to use the Forum to make recommendations both to the town and to representatives of WCHS. We feel that the Forum served as a vehicle for change within Rolesville.

Appendix D

Community Member Interview Guide

General Information about the Rolesville Community

1. How do you define the community of Rolesville? (Probes: Neighbors? Co-workers? Religious? Geographic boundaries or location?)
2. What does it mean to be a part of the Rolesville community? What does it mean to you? (Probe: How long have you lived here? Why did you decide to live here?)
3. What is your role in the community? (Probe: How do you fit into the community?)
4. What do people in Rolesville do for a living? (Where are the jobs?)
5. How does transportation or lack of it affect life in Rolesville?
6. What do people do for fun?
7. How involved are churches in the lives of people in Rolesville?
8. What is the political climate? Are people involved with local or state politics?
9. How do people of different races/ethnicities interact within Rolesville?
10. What are your thoughts about the development and growth Rolesville appears to be experiencing? (new roads, shopping centers, housing developments)

Assets and Needs of the Community

11. What are some of the best things about Rolesville? (resources, agencies, human interactions, physical environment)
12. What do you think are the major concerns/needs Rolesville residents face? (Probe: What are the issues facing children, people in poverty, elderly? Are there safety, housing, or health issues?)
13. Which needs do you feel are the most important for Rolesville to address?
14. What do you wish could happen for Rolesville in the next 5-10 years?

Problem-solving and Decision-Making

15. What kinds of community projects have been undertaken during your time in Rolesville? (Probe: How would you explain success or lack of it?)
16. If you were going to try to solve a community problem, what would you do? (Probe: Who would you ask for help?)

Services and Businesses

17. What services/ programs do the residents of Rolesville use?
18. What services/programs do residents need?
19. Where do people go to buy things like food, etc.?

Demographic Information

20. GENDER [SILENT CODE]
21. AGE [SILENT CODE]
22. What race/ethnicity do you identify with? (Probe: What country were you born in?)
23. What other languages do you speak, if any? (Which language do you speak most often?)
24. What is your profession/occupation?

Appendix D

Recommended Individuals to Interview

25. Are there people or organizations with whom you think we should speak that you would be willing to gain permission for our team to contact?

- Describe the specific person or organization
- Why would you think their opinions and views would be helpful for us to hear?

Recommendations for Community Forum

26. We plan to conduct a forum this spring to share the information we have gathered with the Rolesville community. Would you be interested in helping us plan this event?

27. Do you have any ideas regarding how to get people to attend? (time, place, publicity)

28. Who else do you think should help us coordinate this forum?

Additional Information

29. Is there anything else you would like to share about Rolesville?

Appendix D

Service Provider Interview Guide

Orientation to the Community

1. How do you define the community of Rolesville? (Probes: geographic boundaries or location? Identifying qualities of the community?)
2. Do you live in Rolesville? If yes, for how long?

Life in the Community

3. What do people in Rolesville do for a living? (Probe: Where are the jobs?)
4. Is there much unemployment? What contributes to unemployment in Rolesville?
5. How does transportation or lack of it affect life in Rolesville?
6. What do people do for recreation?
7. How involved are churches in the lives of people in Rolesville?
8. Are people actively involved in politics?
9. How do people of different races/ethnicities interact with Rolesville?
10. What are your thoughts about the development and growth Rolesville appears to be experiencing? (new roads, shopping centers, housing developments)

Providing Services

11. How long have you worked with this community? Why did you choose to work in Rolesville?
12. What is your agency's role in the community? What is your source of funding?
13. What services do you provide to residents of Rolesville?
14. What services go underutilized?
15. Who in the Rolesville community is in most need of your agency's services?
16. What are your biggest barriers/challenges with your work in Rolesville?
17. Which community needs are not being met by your agency or other organizations in Rolesville?

Assets and Needs of the Community

18. What are some of the best things about Rolesville? (resources, agencies, human interactions, physical environment)
19. What do you think are the major concerns/needs Rolesville residents have? (children, poor people, elderly, safety, housing, health)
20. Which problems do you feel are the most important for Rolesville to address?

Problem Solving and Decision Making

21. What kinds of community projects have been undertaken during your time working with community residents? How would you explain their success or lack of it?
22. If you were going to try to solve a community problem, whom would you try to involve to ensure success?

Demographic Information

23. GENDER [SILENT CODE]
24. AGE [SILENT CODE]
25. What race/ethnicity do you identify with?
26. What country were you born in?

Appendix D

27. What other languages do you speak, if any? (Which language do you speak most often?)

28. What is your profession/occupation?

Recommended Individuals to Interview

29. Are there people or organizations with whom you think we should speak that you would be willing to gain permission for our team to contact?

- Describe the specific person or organization.
- Why would you think their opinions and views would be helpful for us to hear?

Recommendations for Community Forum

30. We plan to conduct a forum this spring to share the information we have gathered with the Rolesville community. Would you be interested in helping us plan this event?

31. Do you have any ideas regarding how to get people to attend? (time, place, publicity)

32. Who else do you think should help us coordinate this forum?

Additional Information

33. Is there anything else you would like to share about Rolesville?

Appendix D

Business Owner Interview Guide

Orientation to the Community

1. How do you define the community of Rolesville? ? (Probes: geographic boundaries or location? Identifying qualities of the community?)
2. Do you live in Rolesville? If yes, for how long?

Life in the Community

3. What do people in Rolesville do for a living? (Where are the jobs?)
4. Is there much unemployment? What contributes to unemployment in Rolesville?
5. How does transportation or lack of it affect life in Rolesville?
6. What do people do for recreation?
7. How involved are churches in the lives of people in Rolesville?
8. Are people actively involved in politics?
9. How do people of different races/ethnicities interact with Rolesville?
10. What are your thoughts about the development and growth Rolesville appears to be experiencing? (new roads, shopping centers, housing developments)

Providing Services

11. How long have you worked in this community? Why did you choose to work in Rolesville?
12. What services do you provide to residents of Rolesville?
13. Who does your business serve?
14. How has growth and development in the Rolesville area affected your business?
15. What is your business' role in the community?
16. What kinds (if any) of community projects has your business been involved with?

Assets and Needs of the Community

17. What are some of the best things about Rolesville? (resources, agencies, human interactions, physical environment)
18. What do you think are the major needs/concerns Rolesville residents face? (children, poor people, elderly, safety, housing, health)
19. Which problems do you feel are the most important for Rolesville to address?

Problem Solving and Decision Making

20. What kinds of community projects have been undertaken during your time working in this community? How would you explain their success or lack of it?
21. If you were going to try to solve a community problem, whom would you try to involve to ensure success?

Demographic Information

22. GENDER [SILENT CODE]
23. AGE [SILENT CODE]
24. What race/ethnicity do you identify with?
25. What country were you born in?
26. What other languages do you speak, if any? (Which language do you speak most often?)

Appendix D

Recommended Individuals to Interview

27. Are there people or organizations with whom you think we should speak that you would be willing to gain permission for our team to contact?

- Describe the specific person or organization.
- Why would you think their opinions and views would be helpful for us to hear?

Recommendations for Community Forum

28. We plan to conduct a forum this spring to share the information we have gathered with the Rolesville community. Would you be interested in helping us plan this event?

29. Do you have any ideas regarding how to get people to attend? (time, place, publicity)

30. Who else do you think should help us coordinate this forum?

Additional Information

31. Is there anything else you would like to share about Rolesville?

Appendix E

YOUTH FOCUS GROUP GUIDE

COMMUNITY:

1. How would you describe Rolesville to someone who has never been here?
2. If someone were to ask you if Rolesville is a good place to grow up, how would you respond?
3. If you were Mayor, what would you do to improve Rolesville?
4. What are some issues that you and your friends face?

SOCIAL:

1. What do you do for fun?
2. Where do you hang out?
3. Where are typical jobs for people your age? (ask if appropriate age group 15-18)

SCHOOL:

1. How would you describe your school?
2. How do different people interact at your school?
3. If you were in charge, what would you change about your school?

FORUM:

We are planning to have a meeting this spring to share the information we have gathered with the Rolesville Community.

1. Would you be interested in helping us plan this event?
2. Do you have any ideas of how to get youth to attend?
3. Who else do you think would like to help us with the meeting?

Appendix E

YOUTH FOCUS GROUP FACT SHEET

Dear Youth:

We are a team of six graduate students from the Department of Health Behavior and Health Education at the University of North Carolina at Chapel Hill. We are conducting a research project called a community assessment. The community assessment of Rolesville means that we want to better understand the lives of people living in Rolesville. We would like to speak with you and others your age in a focus group because we are especially interested in how young people see Rolesville. A focus group consists of 6-10 people who share their ideas and opinions about certain issues. It is a one-time meeting and will last for an hour to an hour and a half. If you decide to participate in the focus group, we ask that anything that is shared within the group is not told to others outside of the group.

Your views are important to this process, and we want to learn about the things that go on in your daily life, the things you value in your community, and the things you'd like to change.

Some examples of questions we might ask include:

- What are some of the things that people like most about living in Rolesville?
- What are the biggest challenges that young people in your community face?
- What kinds of things do young people in your community do for fun or relaxation?

With you and your parent or guardian's permission, we will take notes and use a tape recorder during the group discussion. The information you provide us is important and so we will tape record to make sure we do not miss anything that is said. Everything you say in the group discussion is private and your name will not be matched with any of your answers. The notes and tapes will be destroyed at the end of this project in the spring of 2004.

The information we gather from focus groups will be combined with information from interviews of community members, business owners, and service providers. After the interviews and focus groups are completed, we will present both a written and verbal summary of the information to the Rolesville community. The summary will be given at a community forum which all members of the Rolesville community will be invited to attend. We especially hope that the people who participate in focus groups and interviews will be able to join us.

The only possible risk associated with participating is if another person talks about information discussed within the focus group to outside people, though this is not likely to happen. There are no other potential risks in participating.

The focus group will take place at _____ on _____. You will have all the details explained to you before you start the focus group.

You have the right to ask to stop participating at any time during the focus group. The adult who gave us your name will not know whether or not you chose to do the focus group. We hope you will decide to participate in the focus group. The information you provide could help

Appendix E

people understand the concerns of young people in Rolesville and benefit the community as a whole. Your participation will provide useful information that can be used by Rolesville to plan and improve community services available for its residents. But, there are no direct benefits to participation. There is no financial cost for taking part in this focus group. The only cost is the time commitment of an hour to an hour and a half and the expense that comes along with transportation to and from the group. You will not receive cash payment for your participation in this focus group. Light refreshments will be provided and your participation is completely voluntary.

To protect your privacy, your answers will never be used with your name. The only people who have access to the information are the community assessment team and the faculty advisor.

Information like your age, ethnicity, sex, and number of years living in Rolesville may be asked for during the focus group. This information will only be used for understanding and summarizing data and will not be connected to any statement you have made. You will not be identified in any report or publication of this study or its results.

You must agree not to reveal anything you learn about other participants or share any statements made during this discussion to anyone outside of this group.

This project has been reviewed and approved by the UNC-Chapel Hill Institutional Review Board on Research Involving Human Subject, a board of researchers that ensures studies are ethical. If you have questions or concerns about this project or about your rights as a research participant, please do not hesitate to contact our faculty advisor or us. Our names and contact information are listed below.

CONTACT INFORMATION:

Principal Investigator: Ashley Hammarth
University of North Carolina at Chapel Hill
Department of Health Behavior and Health Education
Phone: (919) 966-3919
Toll free: 1-866-610-8272

Other student investigators:

Elizabeth Lyons
Kristin Munro-Leighton
Emily Piltch
Tammy Williams
Amy Woodell

Appendix E

Eugenia Eng, Faculty Advisor
UNC School of Public Health
318 Rosenau Hall, CB#7440
Chapel Hill, NC 27599-7440
Phone: (919)-966-3909

School of Public Health Institutional Review Board on Research Involving Human Subjects
University of North Carolina at Chapel Hill
Campus Box 7400
Chapel Hill NC 27599-74000
Phone: 919-966-3012 You may call this phone number collect.

Appendix E

PARENT CONSENT FORM

Dear Parent or Guardian:

We are a team of six graduate students from the UNC Chapel Hill School of Public Health Department of Health Behavior and Health Education. We are conducting a research project called a community diagnosis. The community diagnosis of Rolesville means that we want to better understand the lives of people living in Rolesville. We would like to speak with your son or daughter because we are especially interested in how young people see Rolesville. Young people's opinions are important to this process, and we want to learn about the things that go on in their daily lives, the things they like about living in Rolesville, and the things they'd like to change.

This focus group is a one-time meeting that will last about an hour to an hour and a half. During that time, we would like to discuss your child's experiences living in Rolesville. We hope that he/she will feel free to discuss what he/she values about your community as well as some of the things he/she feels are difficult or need improvement.

Some examples of questions we might ask include:

- What are some of the things that young people like most about living in Rolesville?
- What are the biggest challenges that young people in your community face?
- What kinds of activities do young people in Rolesville do for fun or relaxation?

We will also tape record this discussion to make sure that we do not miss any of the information that the young people tell us. The only people who will hear the tape are the six members of our team. If any member of the focus group is uncomfortable with this process, we will stop tape-recording the focus group.

The information we gather from focus groups will be combined with information from interviews of community members, business owners, and service providers. After the interviews and focus groups are completed, we will present both a written and verbal summary of the information to the Rolesville community. The summary will be given at a community forum which all members of the Rolesville community will be invited to attend. We especially hope that the people who participate in focus groups and interviews will be able to join us.

There are minimal risks associated with your child's participation in this study. Everything that is said within this group will remain confidential, and group members must agree to maintain that confidentiality by not telling other people what we talked about. There is, of course, the chance that someone in the focus group might break the confidentiality agreement and repeat what your child says to another person in the community, but that is not likely.

Your child's participation will provide useful information that can be used by Rolesville to plan and improve community services available for its residents, and particularly young people. However, there are no direct benefits to participation.

Appendix E

There is no financial cost for taking part in this focus group. The only cost is the time commitment of an hour to an hour and a half and the expense that comes along with transportation to and from the group. Neither you nor your child will receive cash payment for his/her participation in this focus group. Participation is completely voluntary. Light refreshments will be provided during the focus group.

If we have permission for your son or daughter to participate in a focus group, please sign and date below and have your child return it to _____ by _____.

****I have read and understand the information presented in this consent form explaining the Rolesville Community Diagnosis and the youth focus group portion of the project****

I freely give consent for my child to participate in a focus group that is part of the UNC-Chapel Hill School of Public Health's Community Diagnosis in Rolesville.

Child's Name _____

Parent/Guardian Signature: _____

Date _____

The focus group will take place at _____ on _____. We ask that you make arrangements for transportation for your child. Your son or daughter will have the details explained to him/her prior to starting the focus group. Even if you give consent, your child has the right to refuse participation at any time during the focus group without repercussions. We hope you will allow your child to participate in a focus group with us.

To protect your child's privacy, his/her answers will never be used with his/her name. The only people who have access to the information are the community assessment team and the faculty advisor.

Your child's age, ethnicity, sex, and number of years living in Rolesville may be revealed during the discussion. This information will only be used for understanding and summarizing data and will not be connected to any statement your child has made. Your child will not be identified in any report or publication of this study or its results.

Your child must agree not to reveal anything he/she learns about other participants or share any statements made during this discussion to anyone outside of this group.

Appendix E

CONTACT INFORMATION:

Principal Investigator: Ashley Hammarth
University of North Carolina at Chapel Hill
Department of Health Behavior and Health Education
Phone: (919) 966-3919
Toll free: 1-866-610-8272

Other student investigators:

Elizabeth Lyons
Kristin Munro-Leighton
Emily Piltch
Tammy Williams
Amy Woodell

Eugenia Eng, Faculty Advisor
UNC School of Public Health
318 Rosenau Hall, CB#7440
Chapel Hill, NC 27599-7440
Phone: (919)-966-3909

This study has been read by the University of North Carolina School of Public Health Institutional Review Board on Research Involving Human Subjects. The Review Board approved this study because it feels that the research causes no harm to the Rolesville Community. If you have any questions about your rights as a study participant, or are unhappy at any time with any part of this study, you may contact the School of Public Health Institutional Review Board. You do not have to give your name for your concerns to be taken seriously.

School of Public Health Institutional Review Board on Research Involving Human Subjects
University of North Carolina at Chapel Hill
Campus Box 7400
Chapel Hill NC 27599-74000
Phone: 919-966-3012 You may call this phone number collect.

Appendix F

COMMUNITY MEMBER INTERVIEW FACT SHEET

Thank you for taking the time to meet with us. My name is _____, and this is _____. She will be taking notes and helping out during our discussion. We understand that you may not have a lot of free time, and we really appreciate that you agreed to participate in this interview. Please feel free to ask questions at any time throughout our discussion.

WHAT IS THE PURPOSE OF THIS INTERVIEW?

_____ and I are part of a team of six graduate students from the Department of Health Behavior and Health Education at the University of North Carolina at Chapel Hill. We are doing a community assessment of Rolesville, as part of our research, which means that we want to better understand the lives of people living in Rolesville. We are glad that you volunteered to speak with us about your interesting view of Rolesville. Your views are important to this process, and we wish to become familiar with your way of life, the things you value in your community, and the things you'd like to change.

WHAT WILL I BE ASKED TO DO?

This interview is one meeting that will last about 45 minutes to an hour. During that time, we would like to discuss your experiences living and working in Rolesville.

Some examples of questions we might ask include:

- What are some of the things you like most about the community of Rolesville?
- In your opinion, what are the biggest challenges that people in the Rolesville community face?
- Describe what a typical day might be like for you.

Please remember that there are no right or wrong answers and that you can skip any questions that you do not feel comfortable answering. While the information you provide is important and very helpful, we do not want you to feel uncomfortable.

We will also tape record this discussion to make sure that we do not miss any of the information that you give us. Please talk in a voice at least as loud as I am talking now. If you feel uncomfortable at any time, you can ask to not be tape-recorded or you can ask for the tape recorder to be turned off.

WHAT WILL YOU DO WITH THE INFORMATION YOU GATHER?

The information people like yourself give to us in interviews will be combined with information from focus groups— that is, small groups of people who are asked to discuss issues they think are important in the community. After the interviews and focus groups are completed, we will present both a written and verbal summary of all of our information to the Rolesville community. The summary will be given at a community forum which all members of the Rolesville Community will be invited to attend. We especially hope that the people we interview like yourself will be able to join us.

Appendix F

WHAT ARE THE RISKS AND BENEFITS OF MY PARTICIPATION?

There are no known risks involved with your participation in this study. Your name will never be used and taking part in this study will not affect any of the services you may receive in the community. These answers will provide useful information that can be used by Rolesville to plan and improve the community. There are also no direct benefits for participation.

ARE THERE ANY COSTS?

There is no cost for taking part in this interview. Besides the 45 minutes to an hour.

WILL I BE PAID?

You will not receive cash payment for your participation in this interview. Your participation is completely voluntary.

SUBJECT'S RIGHTS AND CONFIDENTIALITY

If you agree to be a part of this study, it is understood that you are doing so because you want to. You do not have to participate in this study.

- You have the right to stop your participation at any time. There will be no negative consequences if you decide to stop.
- You have the right to refuse to answer any question.
- You may ask that tape recording be stopped at any time.

To protect your privacy, your answers will never be used with your name. The only people who have access to the information are the research team and the faculty advisor.

Information like your age, ethnicity, sex, and number of years living in or working in Rolesville may be asked for during the interview. This information will only be used for understanding data. It will not be connected to any information you give us. You will not be identified in any report or publication of this study or its results.

The tape, transcripts, and handwritten notes from this interview will be stored in a locked file cabinet at the UNC School of Public Health. The only people who will hear the tape will be the six members of our team. The tape, transcripts, and notes will be erased or destroyed after the study is finished.

The extra copy of this fact sheet is for you to keep.

If you complete this interview, then it is understood that you agree to all of the above information, unless you say you do not agree.

Appendix F

STATEMENTS OF AGREEMENT:

- Do you have any questions about anything that I've said so far?
- Do you agree to participate in this interview?
- Do you agree to be tape-recorded?

CONTACT INFORMATION:

Principal Investigator: Ashley Hammarth
University of North Carolina at Chapel Hill
Department of Health Behavior and Health Education
Phone: (919) 966-3919
Toll free: 1-866-610-8272

Other student investigators:

Elizabeth Lyons
Kristin Munro-Leighton
Emily Piltch
Tammy Williams
Amy Woodell

Eugenia Eng, Faculty Advisor
UNC School of Public Health
318 Rosenau Hall, CB#7440
Chapel Hill, NC 27599-7440
Phone: (919)-966-3909

This study has been read by the University of North Carolina School of Public Health Institutional Review Board on Research Involving Human Subjects. The Review Board approved this study because it feels that the research causes no harm to the Rolesville Community. If you have any questions about your rights as a study participant, or are unhappy at any time with any part of this study, you may contact the School of Public Health Institutional Review Board. You do not have to give your name for your concerns to be taken seriously.

School of Public Health Institutional Review Board on Research Involving Human Subjects
University of North Carolina at Chapel Hill
Campus Box 7400
Chapel Hill NC 27599-7400

Phone: 919-966-3012
You may call this phone number collect.

Appendix F

SERVICE PROVIDER INTERVIEW FACT SHEET

Thank you for taking the time to meet with us. My name is _____, and this is _____. She will be taking notes and helping out during our discussion. We understand that you may not have a lot of free time, and we really appreciate that you agreed to participate in this interview. Please feel free to ask questions at any time throughout our discussion.

WHAT IS THE PURPOSE OF THIS INTERVIEW?

_____ and I are part of a team of six graduate students from the Department of Health Behavior and Health Education at the University of North Carolina at Chapel Hill. We are doing a community assessment of Rolesville, as part of our research, which means that we want to better understand the lives of people living in Rolesville. We are glad that you volunteered to speak with us about your interesting view of Rolesville. Your views are important to this process, and we wish to become familiar with your way of life, the things you value in your community, and the things you'd like to change.

WHAT WILL I BE ASKED TO DO?

This interview is one meeting that will last about 45 minutes to an hour. During that time, we would like to discuss your experiences living and working in Rolesville.

Some examples of questions we might ask include:

- What are some of the things you like most about the community of Rolesville?
- In your opinion, what are the biggest challenges that people in the Rolesville community face?
- Describe what a typical day might be like for you.

Please remember that there are no right or wrong answers and that you can skip any questions that you do not feel comfortable answering. While the information you provide is important and very helpful, we do not want you to feel uncomfortable.

We will also tape record this discussion to make sure that we do not miss any of the information that you give us. Please talk in a voice at least as loud as I am talking now. If you feel uncomfortable at any time, you can ask to not be tape-recorded or you can ask for the tape recorder to be turned off.

WHAT WILL YOU DO WITH THE INFORMATION YOU GATHER?

The information people like yourself give to us in interviews will be combined with information from focus groups— that is, small groups of people who are asked to discuss issues they think are important in the community. After the interviews and focus groups are completed, we will present both a written and verbal summary of all of our information to the Rolesville community. The summary will be given at a community forum which all members of the Rolesville Community will be invited to attend. We especially hope that the people we interview like yourself will be able to join us.

Appendix F

WHAT ARE THE RISKS AND BENEFITS OF MY PARTICIPATION?

There are no known risks involved with your participation in this study. Your name will never be used and taking part in this study will not affect any of the services you may give or receive in the community. These answers will provide useful information that can be used by Rolesville to plan and improve the community.

ARE THERE ANY COSTS?

There is no cost for taking part in this interview. Besides the 45 minutes to an hour.

WILL I BE PAID?

You will not receive cash payment for your participation in this interview. Your participation is completely voluntary.

SUBJECT'S RIGHTS AND CONFIDENTIALITY

If you agree to be a part of this study, it is understood that you are doing so because you want to. You do not have to participate in this study.

- You have the right to stop your participation at any time. There will be no negative consequences if you decide to stop.
- You have the right to refuse to answer any question.
- You may ask that tape recording be stopped at any time.

To protect your privacy, your answers will never be used with your name. The only people who have access to the information are the research team and the faculty advisor.

Information like your age, ethnicity, sex, and number of years living in or working in Rolesville may be asked for during the interview. This information will only be used for understanding data. It will not be connected to any information you give us. You will not be identified in any report or publication of this study or its results.

The tape, transcripts, and handwritten notes from this interview will be stored in a locked file cabinet at the UNC School of Public Health. The only people who will hear the tape will be the six members of our team. The tape, transcripts, and notes will be erased or destroyed after the study is finished.

The extra copy of this fact sheet is for you to keep.

If you complete this interview, then it is understood that you agree to all of the above information, unless you say you do not agree.

Appendix F

STATEMENTS OF AGREEMENT:

- Do you have any questions about anything that I've said so far?
- Do you agree to participate in this interview?
- Do you agree to be tape-recorded?

CONTACT INFORMATION:

Principal Investigator: Ashley Hammarth
University of North Carolina at Chapel Hill
Department of Health Behavior and Health Education
Phone: (919) 966-3919
Toll free: 1-866-610-8272

Other student investigators:

Elizabeth Lyons
Kristin Munro-Leighton
Emily Piltch
Tammy Williams
Amy Woodell

Eugenia Eng, Faculty Advisor
UNC School of Public Health
318 Rosenau Hall, CB#7440
Chapel Hill, NC 27599-7440
Phone: (919)-966-3909

This study has been read by the University of North Carolina School of Public Health Institutional Review Board on Research Involving Human Subjects. The Review Board approved this study because it feels that the research causes no harm to the Rolesville Community. If you have any questions about your rights as a study participant, or are unhappy at any time with any part of this study, you may contact the School of Public Health Institutional Review Board. You do not have to give your name for your concerns to be taken seriously.

School of Public Health Institutional Review Board on Research Involving Human Subjects
University of North Carolina at Chapel Hill
Campus Box 7400
Chapel Hill NC 27599-7400

Phone: 919-966-3012
You may call this phone number collect.

Appendix F

BUSINESS OWNERS INTERVIEW FACT SHEET

Thank you for taking the time to meet with us. My name is _____, and this is _____. She will be taking notes and helping out during our discussion. We understand that you may not have a lot of free time, and we really appreciate that you agreed to participate in this interview. Please feel free to ask questions at any time throughout our discussion.

WHAT IS THE PURPOSE OF THIS INTERVIEW?

_____ and I are part of a team of six graduate students from the Department of Health Behavior and Health Education at the University of North Carolina at Chapel Hill. We are doing a community assessment of Rolesville, as part of our research, which means that we want to better understand the lives of people living in Rolesville. We are glad that you volunteered to speak with us about your interesting view of Rolesville. Your views are important to this process, and we wish to become familiar with your way of life, the things you value in your community, and the things you'd like to change.

WHAT WILL I BE ASKED TO DO?

This interview is one meeting that will last about 45 minutes to an hour. During that time, we would like to discuss your experiences living and working in Rolesville.

Some examples of questions we might ask include:

- What are some of the things you like most about the community of Rolesville?
- In your opinion, what are the biggest challenges that people in the Rolesville community face?
- Describe what a typical day might be like for you.

Please remember that there are no right or wrong answers and that you can skip any questions that you do not feel comfortable answering. While the information you provide is important and very helpful, we do not want you to feel uncomfortable.

We will also tape record this discussion to make sure that we do not miss any of the information that you give us. Please talk in a voice at least as loud as I am talking now. If you feel uncomfortable at any time, you can ask to not be tape-recorded or you can ask for the tape recorder to be turned off.

WHAT WILL YOU DO WITH THE INFORMATION YOU GATHER?

The information people like yourself give to us in interviews will be combined with information from focus groups— that is, small groups of people who are asked to discuss issues they think are important in the community. After the interviews and focus groups are completed, we will present both a written and verbal summary of all of our information to the Rolesville community. The summary will be given at a community forum which all members of the Rolesville Community will be invited to attend. We especially hope that the people we interview like yourself will be able to join us.

Appendix F

WHAT ARE THE RISKS AND BENEFITS OF MY PARTICIPATION?

There are no known risks involved with your participation in this study. Your name will never be used and taking part in this study will not affect any of the services you may receive in the community. These answers will provide useful information that can be used by Rolesville to plan and improve the community. There are also no direct benefits to participation.

ARE THERE ANY COSTS?

There is no cost for taking part in this interview. Besides the 45 minutes to an hour.

WILL I BE PAID?

You will not receive cash payment for your participation in this interview. Your participation is completely voluntary.

SUBJECT'S RIGHTS AND CONFIDENTIALITY

If you agree to be a part of this study, it is understood that you are doing so because you want to. You do not have to participate in this study.

- You have the right to stop your participation at any time. There will be no negative consequences if you decide to stop.
- You have the right to refuse to answer any question.
- You may ask that tape recording be stopped at any time.

To protect your privacy, your answers will never be used with your name. The only people who have access to the information are the research team and the faculty advisor.

Information like your age, ethnicity, sex, and number of years living in or working in Rolesville may be asked for during the interview. This information will only be used for understanding data. It will not be connected to any information you give us. You will not be identified in any report or publication of this study or its results.

The tape, transcripts, and handwritten notes from this interview will be stored in a locked file cabinet at the UNC School of Public Health. The only people who will hear the tape will be the six members of our team. The tape, transcripts, and notes will be erased or destroyed after the study is finished.

The extra copy of this fact sheet is for you to keep.

If you complete this interview, then it is understood that you agree to all of the above information, unless you say you do not agree.

Appendix F

STATEMENTS OF AGREEMENT:

- Do you have any questions about anything that I've said so far?
- Do you agree to participate in this interview?
- Do you agree to be tape-recorded?

CONTACT INFORMATION:

Principal Investigator: Ashley Hammarth
University of North Carolina at Chapel Hill
Department of Health Behavior and Health Education
Phone: (919) 966-3919
Toll free: 1-866-610-8272

Other student investigators:

Elizabeth Lyons
Kristin Munro-Leighton
Emily Piltch
Tammy Williams
Amy Woodell

Eugenia Eng, Faculty Advisor
UNC School of Public Health
318 Rosenau Hall, CB#7440
Chapel Hill, NC 27599-7440
Phone: (919)-966-3909

This study has been read by the University of North Carolina School of Public Health Institutional Review Board on Research Involving Human Subjects. The Review Board approved this study because it feels that the research causes no harm to the Rolesville Community. If you have any questions about your rights as a study participant, or are unhappy at any time with any part of this study, you may contact the School of Public Health Institutional Review Board. You do not have to give your name for your concerns to be taken seriously.

School of Public Health Institutional Review Board on Research Involving Human Subjects
University of North Carolina at Chapel Hill
Campus Box 7400
Chapel Hill NC 27599-7400

Phone: 919-966-3012
You may call this phone number collect.



TO: Ashley Hammarth
DEPARTMENT: Health Behavior and Health Education
ADDRESS: CB# 7440
DATE: 01/23/2004
FROM:

A handwritten signature in blue ink, appearing to read "Andrea K. Biddle".

Andrea K. Biddle, PhD, Vice Chair
UNC School of Public Health Institutional Review Board

IRB NUMBER: 03-2154
APPROVAL PERIOD: 01/23/2004 through 01/22/2005
TITLE: Action-Oriented Community Diagnosis of Rolesville, NC
SUBJECT: Expedited Protocol Approval Notice--New Protocol

Your research project has been reviewed under an expedited procedure because it involves only minimal risk to human subjects. This project is approved for human subjects research, and is valid through the expiration date above.

NOTE:

(1) This Committee complies with the requirements found in Part 56 of the 21 Code of Federal regulations and Part 46 of the 45 Code of Federal regulations. Federalwide Assurance Number: FWA-4801, IRB No. IRB00000540.

(2) Re-review of this proposal is necessary if (a) any significant alterations or additions to the proposal are made, OR (b) you wish to continue research beyond the expiration date.

The University of North Carolina
at Chapel Hill
Campus Box 7400
Chapel Hill, NC 27599-7400
Phone: 919.966.7676
Fax: 919.966.6380
www.sph.unc.edu

Appendix H

PARTICIPANT REFERRAL FORM

Thank you for being a part of our Community Assessment project with Rolesville! The information you have given us will help us to write a report about the strengths and needs of Rolesville. We hope that this report will help members of the Rolesville community use the town's strengths to improve the community and make it a better place for everyone to live. It might be helpful for us to talk with more people in the community just as we have talked with you. If you would like to suggest the names of people that we should talk to, here is how you can help us contact them:

1. Please call or visit the person or persons who you think we should talk with. Tell them why we want to talk with them. Please tell them:

The Rolesville Action-Oriented Community Diagnosis Team is a group of Public Health students from the University of North Carolina at Chapel Hill. They are talking with community members, business owners, and service providers in and around Rolesville to find out about the strengths and needs of the community. They will report the information that people give them at a community meeting and hope that it can be used to improve the health and lives of the people in the community. After you talk with them, they will not use your name or describe you with the information that they use in their report.

Can I give them your name and contact information so they can set up a meeting with you?

2. We will call you or visit you to see if this person or persons would like to talk with us.

3. If so, we will get those people's names, phone numbers, or addresses from you. Then we will talk to those people ourselves, give them some information about the project, and arrange a time to meet.

If you would like to ever call us, please feel free to. This is our phone number at school, where you can leave a message for us: (919) 966-3919 or call Toll Free at 1-866-610-8272.

Thank You!!!

Appendix I

Demographic Characteristics of People Interviewed

Characteristics	Key Informants		Focus Groups with Youth
	Service Providers	Community Members	
Male	8	3	3
Female	4	8	11
African-American	2	2	0
White	10	9	14
Total	12	11	14

***Please note:** Six service providers were also community members. In these instances, the interviewer used both the community member and service provider interview guides.

Appendix J

CODE BOOK

If you find something that is not in our code list, code it as 99, and we'll add it to our code list after we meet.

1) Race

- A. Issues around African Americans
- B. Issues around Latino
- C. Issues around Whites
- D. Interaction/Non-Interaction (opportunities for/instances of)
 - 1. Church
 - 2. Subdivisions
 - 3. School
- E. Prejudice or racism
- Z. GREAT QUOTE

2) Elderly

- Z. GREAT QUOTE

3) Economy

- A. Types of Employment (historical, current)
- B. Unemployment
- C. Where people shop
- D. Income level
- Z. GREAT QUOTE

4) Work

- A. Farming decrease
- B. Commute to Raleigh/RTP

5) Community Projects

- A. Past (EMS Day, Fireman's Day)
- B. Current
- Z. GREAT QUOTE

6) Community History

- Z. GREAT QUOTE

7) Growth

- A. Underlying causes (zoning, landuse, property taxes)
- B. Planned Vs. Unplanned
- C. Changing Demographics
- D. Feelings RE: Change/Growth
- E. Impact on resources/services/business/community

Appendix J

- F. Housing Developments
- Z. GREAT QUOTE

8) Politics

- A. Elections
- B. Participation in local politics
- C. Town Government
- D. Involved Vs. Not Involved
- Z. GREAT QUOTE

9) Transportation

- A. Traffic congestion
- B. Options for non-car owners
- C. Walking
- D. Formal ways to deal with traffic (bypass, traffic lights)
- E. Informal ways to deal with traffic
- Z. GREAT QUOTE

10) Housing

- Z. GREAT QUOTE

11) R's Strengths

- A. Local Institutions/Services
- B. Community Characteristics (size, closeness, etc)
- C. Recreation Leagues
- D. Location
- Z. GREAT QUOTE

12) Youth

- Z. GREAT QUOTE

13) Church (history, activities/services)

- A. New Bethel
- B. RV Baptist
- C. New Life
- D. Other
- Z. GREAT QUOTE

14) Rolesville's Needs

- A. Traffic
- B. Entertainment/Shopping
- C. Adult Recreation (baseball, walking trails)
- D. Health/Human Services (Medicaid issues)
- E. Services specific to Latino population

Appendix J

- F. Housing
- G. Economic development
- H. Open Space
- Z. GREAT QUOTE

15) Challenges

- A. Dealing with transformation
- B. Providing services for growing population
- C. Controlling growth
- D. Inclusiveness
- Z. GREAT QUOTE

16) Available Services

- A. Medical (Doctor, Dentist)
- B. Emergency (EMS, FD, PD)
- C. County (ERC, Northern Wake Center)
- D. Other (Water/sewer, Community Dev., Senior Center)

17) Health Concerns

- Z. GREAT QUOTE

18) Recreation/Fun

- A. Sports leagues
- B. Town Events
- C. Raleigh
- D. Neighborhood
- Z. GREAT QUOTES

19) Community

- A. Closed Vs. Open
- B. Geographic Vs. Non-geographic
- C. Bedroom community
- D. From Here's Vs. Transplants
- E. Institutions that define community (school, RV Baptist, Town Hall)
- F. Other defining community characteristics (good place to raise children)
- Z. GREAT QUOTE

20) Community Problem Solving

- Z. GREAT QUOTE

21) Future

- Z. GREAT QUOTE

Appendix J

22) Demographics

A. Race

1. Caucasian
2. African-American
3. Latino
4. Other

B. CM/SP/BO

1. CM
2. SP
3. BO
4. Field Notes

C. Age Group

1. Youth
2. Adult
4. Senior

D. Residential status

1. From Here
2. Transplant

23) Team's perceptions of the Community Assessment Process

99) ANYTHING NOT YET ON CODE LIST

Z. GREAT QUOTE WITHOUT CODE

Appendix K

SHOWED AND ORID

The ORID and SHOWED discussion methods involve the facilitator presenting either a story, scenario, photograph, song or other “trigger” that sets the scene for discussion. For instance, the small group leader for the Planning Growth group passed around a photograph of a very dense and homogenous housing development. The ORID and SHOWED methods are useful if the issue being discussed is large and potentially difficult for individuals to distill from the larger picture, down to what can be done on a personal level.

The SHOWED Model of Questioning

- S** What do you SEE here? (description)
- H** What is HAPPENING? How do these characters feel?
- O** How does the story relate to OUR lives and how do we feel about it?
- W** WHY does this problem exist? (Rood causes-natural, social, political...who benefits? Who loses? Who is responsible for perpetuation of the problems?)
- E** Explore how we can become EMPOWERED with our new social understanding
- D** What can we DO about these problems in our lives? What are our visions for a transformed state?

ORID Discussion Model

Objective: *What-getting the facts: see, hear, touch, smell, taste*

- What did you observe?
- What words, phrases, colors, or scenes do you remember from the presentation/story?

Reflective: *Emotions, feelings, associations, emotional responses*

- What was your first response?
- How did you feel when that happened?
- What was a high point of the presentation for you?

Appendix K

Interpretive: So what? Values and meanings people attach to the subject

- What were the presenters saying?
- What was this about?
- Why were they important?

Decisional: Now what? Future resolves and action steps

- What would you say about this event to someone who was not there?
- What actions can we take?
- What would be our first step?

TRIGGERS

Questions the team considered when choosing triggers

- 1) Does this trigger represent a problem that people care about and want to solve?
- 2) Will this trigger encourage full participation in the discussion?
- 3) Does the trigger include both a personal and a social/cultural dimension so that discussion can lead to both personal and social actions to change the situation?
- 4) Will this trigger present a situation that will help the participants strategize short- or long-term actions for change?

FORCE FIELD ANALYSIS

Force Field Analysis is a discussion method that can help a group determine action steps when starting with a “current situation” and a goal or desired outcome that can be realized within the confines of various forces within the current situation. For instance, this method was used in the small group discussing health and other services. The goal that was determined was that “Rolesville will develop an Adult Day Care Center.” The facilitator wrote on a flip chart the current situation (“There is no adult day care center in Rolesville”) and then also the goal of developing a center. The facilitator guided the group in identifying what was currently in place in the community that would help Rolesville achieve the stated goal, and also what might hinder the attainment of its goal. Each idea was written on the paper under the headings “Helping” and “Hindering.” After four or five ideas were recorded under each heading, then one of the ideas (either a helping one or a hindering one) was selected as the new current situation and thus new helping and hindering factors would be generated. This process helps distill a problem down to potential action steps that members of the discussion group could begin to take on if desired.



Please join us for a:

Rolesville Community Forum

Monday, April, 26th, 2004

The Rolesville Fire Department

- **Food and Beverages 6:00 PM**
- **Forum 6:30-8:30 PM**

*Come talk about the strengths and concerns of the
Rolesville Community.*

****Childcare (3 years and older) will be provided****

Door Prizes!!

Donated by: Hometown Café, Premieres' Video, Los Tres Magueyes, Curves,
Carolina Central Bank, Food Lion, and Dips and Sips

Food provided by: Hardees, Mancino's Italian Eatery and Subway

Sponsored by: UNC School of Public Health

Support for this forum provided by: Rolesville Baptist Church, New Bethel Baptist
Church, Rolesville Town Hall & Wake County Human Services

If you have questions or special needs please call Toll free: 1-866-610-8272

Town requires upgrades to mobile homes

By DEBRA A. GOLDEN
Wake Weekly Staff Writer

Rolesville commissioners think it's time to review the town's mobile home ordinance. Commissioner Frank Eagles — worried about unfit properties and unpaved roads — brought the issue before the board last Monday night.

He sent a memo to town officials asking for a proposed change which would require replacements and upgrades of existing mobile homes in parks such as Evergreen on Young Street.

Earlier this week, Eagles expressed concern about "the condition of the streets, homes, everything" in the Evergreen Mobile Home Park. The roads in the park are not paved and as far as lighting — "I don't think they have any at all."

Commissioners discussed requiring the replacement of a

percentage of homes in the park within a given amount of time. and agreed with Eagles that the dirt roads need to be upgraded and lighting added.

The board will revisit the matter in an upcoming board meeting.

In other business, Rolesville commissioners last week

heard from Rolesville Police Chief Jimmy Green and Sgt. Phillip Trivette that the town will receive a \$6,200 grant to help pay for some new equipment.

In addition, police told commissioners that they are increasing training for full-time officers by two hours each month. "That's above and beyond the state mandate," Chief Green said.

The police department is also obtaining 140 traffic cones so they won't have to borrow them anymore for public events and traffic stops.

Green said the new police cars

were scheduled for striping soon.

Also last week, Mayor Nancy Kelly proclaimed May 2-May 8 to be municipal clerk's week. Kelly expressed her appreciation to Rolesville Town Clerk Lynn House.

April 15-21, 2004

75¢

The Wake Weekly

www.wakeweekly.com

Group still collecting comments about the good, bad in Rolesville

By DEBRA A. GOLDEN
Wake Weekly Staff Writer

What's the best thing about Rolesville? What do Rolesville residents think about traffic and

growth? What types of services does Rolesville need? A group of students at the University of North Carolina School of Public Health is looking for answers to those questions and others.

The students will release their findings in a community forum scheduled for Monday, April 26, at the Rolesville Fire Department.

Information collected by the graduate students will also be published in a document which can be used to plan for the town's future, said Amy Woodell, one of the graduate students collecting the information.

The community assessment is one of many conducted each year by the UNC School of Public Health students. Each team of students picks a community within an hour's drive

of Chapel Hill and performs an assessment of a municipality or even a sub-group inside a town or city. Residents or government officials can request assessments for particular groups.

In this case, the Wake County Department of Human Services asked that Rolesville be assessed, Woodell said.

The group is still collecting comments about Rolesville.

Anyone who wants to be included in the assessment can call (toll-free) 866-610-8272 followed by 4, and leave a message. A graduate student will return the call and administer the questionnaire, Woodell said.

The April 26 forum will begin at 6 p.m. and is open to anyone interested in the findings. Snacks, along with child car will be provided.

Board to reconsider Candlegate

Rolesville planning board members will consider a revised special use permit and map for the Candlegate subdivision in a special called meeting Monday night.

Town commissioners scheduled the meeting because planning board members cut short a presentation about the proposed changes to the neighborhood in their March meeting. Candlegate would be located on Jonesville Road.

Planning board members again protested Candlegate's re-

vised plans in the April 5 town board meeting where planning chair Grady Hester complained about perceived prearranged agreements between commissioners and developers.

Planning board members have said the subdivision map does not meet requirements for a residential planned unit development because it doesn't provide space for commercial or business ventures.

The called meeting will begin at 7:30 p.m. at the Rolesville town meeting hall.



What's your gripe?

UNC student collecting comments on Rolesville's needs, 12A

Rolesville Community Forum

April 26, 2004

Rolesville Fire Department



Donations

Thank you for your generous donations:

Central Carolina Bank	Curves
Dips & Sips	Food Lion
Hardee's	Hometown Café
Los Tres Magueyes	Mancino's
Post's Nursery	Premieres Video
Rolesville Auto Park & Car Wash	Rolesville Chamber of Commerce
Subway	Valvoline

Planning Committee

Thank you for your time and effort helping to plan this forum:

Clarene High	Mayor Nancy Kelly
Reverend Lenwood Long	Elliott Montague
Bettie Murchison	Reverend Jeff Pethel
Rodney Privette	

Special Contributions

Thank you for your special contributions to this day:

The Caro-Liner Classic Line Dancers of the
Northern Wake Senior Center

The Rolesville Fire Department

Table of Contents

Forum Agenda

Description of Team & Methods

Community Strengths

Forum Themes:

- Community Identity & Involvement

- Diversity & Change

- Entertainment & Recreation

- Health & Other Services

- Planning Growth

- Traffic Congestion

Other Themes Important to Rolesville

Thank You

Forum Agenda

6:00pm Food and Beverages/Mingle

Line Dancing by the Caro-Liner Classic Line Dancers

6:30pm Rodney Privette: Introduction and Door Prizes

Regina Petteway of Wake County Human Services

Rolesville Community Assessment Team:
What We've Been Doing in Rolesville

Door Prizes

7:00pm Small Group Sessions

8:00pm Report Small Group Action Steps to Large Group

Final Door Prizes

8:25pm Thank You and Good Night

Community Assessment Team & Methods

Since October 2003, our team of six graduate students from the UNC School of Public Health has been in Rolesville, trying to learn more about the community. We talked to both community members and people who provide services here.

This packet is a summary of what we learned about Rolesville. Themes that are important to the community are listed on the next several pages.

This forum is meant to be a chance for the people of Rolesville to get together and talk about their hope for the future and the challenges the town faces. Thank you for coming!

Community Strengths

Community Spirit and Volunteerism

"The town works together – we're spread out in miles, but the heart, the body, the soul is a unit."

"People will bend over backwards to help you. That's the sort of thing you don't find in large communities. People watch out for each other in this community too. That's a very good thing."

Churches

"I think church plays a major role in town – in decisions that are made, and the way people treat each other. I think you see a lot of religious devotion and that carries into the Christianity (or whatever the case may be) and the attitudes of folks – just good people."

"When I came to our church, it had between 5 to 600 people and everything revolved around the church and the school. If it wasn't church or school oriented or family it didn't happen. So religion is very important here."

EMS & Fire Department

"We have probably one of the best EMS groups that there is in Wake County and they can do about everything a doctor can do now. It's certified. I mean they do IVs, the whole works. We've also got a very excellent fire department."

"The Fire Department has always been real active here. The Fire Department and the Church, that's kind of been the focal point in the community. That's where people turn to when something happens... The Fire Department does things that's really not in their realm. They go the extra mile you might say. You count on the Fire Department being there."

Recreation

"There's an immense interest in sports in this community by the young people and they've take a great lead in helping with the sports activities the parents have and the children are involved and then the parents become involved."

Themes

Community Identity and Involvement

Quotes from interviews:

“So it’s becoming a diverse community and it’s, I guess you’d say, a bedroom community.”

“Historically most people lived and worked on farms out here but that’s not the case any more. Still a lot of people who own land, but are not farming it.”

“You going to say our town board, already getting people on there that aren’t from here, but the local people want to sit back and won’t get involved. “

“Unless newcomers have kids, they may be hard to incorporate into the community. They will have to get involved in the school or the church to become a part of the community. If newcomers are from Raleigh, they may still ‘stay a part of somewhere else.’”

“People rally and respond to help their neighbors... we’ve always been a helping community.”

“Some of the older people aren’t moving, they’re not going anywhere, but the younger folks want to stay engaged and you need to involve them in the planning process. I would love to see a good mixture of younger folks and some of the older generation that can bring experience to the table. Involving people who have never been to the table before.”

Summary

Community members noted the change in Rolesville’s character from a small rural community to a growing suburban “bedroom” community. However, community members and service providers expressed concern that people are not as active in the community as they once were.

Diversity & Change

Quotes from Interviews:

“...being more welcoming to the outsiders and not being so afraid that they bring change and that kind of thing but to embrace it and realize that it’s not necessarily a bad thing.”

“Gosh, there’s no problem. You could live next door to anyone and subdivisions being built all over, right outside, you know you don’t control that, and I know that there’s a good mix in the school itself.”

“I don’t see any overt discrimination, I think it’s just a case of people raised that way as far as you know ‘we go this church, our family has always gone to this church.’ And I think that’s why it’s still the case. These churches have been around for a very long time.”

“So you know, you’ll have different people coming in and different values and diversity and all that’s good, I just think the more diverse a community, the better off it is—that’s America...diversity. We pay a price to get there, but that’s us.”

“Like the way the town is situated with 401 dissecting it, it doesn’t seem like a real wonderful planning process, but I kinda like that. That visitors have to slow down when driving through and take a look... the more people the more influences, the more accepting the community may become of the cultures and other ethnicities. So I think that it’s a positive that it’s a thoroughfare there.”

“I look at people as people, we worship differently, we worship God in different ways, but my point to them is let’s not get caught up in the way we worship God, we love God and if you are silent and I’m more expressive, that’s just the history of our culture.”

Summary

The town’s history was described as influencing current community dynamics. Community members and service providers expressed concern about being able to integrate and absorb newcomers into Rolesville. Schools were mentioned as a positive place which helps bring people together. Service providers noted a need for Rolesville to change with the times, and expressed optimism at the community’s ability to do this over the long-term.

Community Identity and Involvement

Quotes from interviews:

“So it’s becoming a diverse community and it’s, I guess you’d say, a bedroom community.”

“Historically most people lived and worked on farms out here but that’s not the case any more. Still a lot of people who own land, but are not farming it.”

“You going to say our town board, already getting people on there that aren’t from here, but the local people want to sit back and won’t get involved. “

“Unless newcomers have kids, they may be hard to incorporate into the community. They will have to get involved in the school or the church to become a part of the community. If newcomers are from Raleigh, they may still ‘stay a part of somewhere else.’”

“People rally and respond to help their neighbors... we’ve always been a helping community.”

“Some of the older people aren’t moving, they’re not going anywhere, but the younger folks want to stay engaged and you need to involve them in the planning process. I would love to see a good mixture of younger folks and some of the older generation that can bring experience to the table. Involving people who have never been to the table before.”

Summary

Community members noted the change in Rolesville’s character from a small rural community to a growing suburban “bedroom” community. However, community members and service providers expressed concern that people are not as active in the community as they once were.

Entertainment & Recreation

Quotes from interviews:

“They do have some interesting small town things here where they have Recreation Day, and they have a parade, and they have a community fair...they do that kind-of stuff very well and that is a direct result of the town government being very involved in that.”

“My goodness we need a library.”

“A movie theatre would be great for entertainment because I know we drive far to go to the movies.”

“I would like to go to a drive-in (movie theatre). We could put it in the gym, but people may feel they have to go to church to go there. They could put it in the old EMS building. That would be a neat idea – I would come to that.”

“There is limited amount for senior citizens. We do not have a senior citizen facility – it is in Wake Forest. I’m not sure how many of the seniors go to Wake Forest, but they could if they wanted to.”

“For a nice meal out you have to go to Raleigh – just about everything we do we have to go to Raleigh to do it, right, so if some of those things were here, I think the community would be more closely knit and that would help.”

“I think they are building a new public park there - a lot of places that you can go walk or go play volleyball and things like that or tennis. I’m not aware of there being a lot of opportunities for adults for recreation.”

Summary

Town events such as Recreation Day and youth recreation programs were often mentioned as strengths in Rolesville. Adults and youth in the community expressed a desire for more entertainment in Rolesville. Currently many community members said they leave town to have fun with family and friends. Some felt that more entertainment in Rolesville would bring the community together. Several residents expressed a desire for the town park currently being built, a library, and a movie theatre.

Health and Other Services

Quotes from interviews:

“As far as county-based [services] that you would expect to see, like for instance a well-baby clinic – sorely lacking. Mental health – sorely lacking. The only clinic in and around the area is in Wake Forest and it’s only open certain hours and it seems to be a well-kept secret. The phone number is not even published in the phone book. A lot of people don’t even realize it exists.”

“There is a lack of human services. I’d like to see a clinic out here at least a couple of days a week. If they can put a trailer in Zebulon and have a clinic there at one of the schools, I don’t see any reason why they can’t have one here.”

“We need more doctor’s offices – there’s no pediatricians.”

“They have the one doctors’ office in town, and you know he does range from children all the way to senior adults. But it would be nice to have specialized care in this area so you don’t always have to drive out to the hospital in Raleigh and Wake Forest.”

“They could have mobile units brought into this area from time to time. That would be good...so you wouldn’t have to make that drive for testing and that kind of thing...because it is tough on the elderly to have to do that.”

“I think the people in Rolesville need human services where they could go instead of going all the way to Wake Forest (even though it’s not that far). If they are going to build all these homes and things people are going to need that here.”

“I think all the services here are fairly underutilized – the physicians, the vet...People are still used to going to Raleigh, it’s their mindset.”

“We need a larger healthcare facility. We have two doctors here who can’t possibly take care of all of the needs that are here.”

Summary

Community members and service providers agree that health and human services in Rolesville are limited and many residents travel out of town for services. Some expressed a desire for more healthcare services in town.

Planning Growth

Quotes from interviews:

“In and around the area, well, progress is a good thing, but it does need to be properly harnessed, properly channeled.”

“They’re pulling up too many trees and they’re taking too many animals, ‘cause we used to see so many deer and rabbits in our yard. Now they’re very scarce.”

“To me, one of the strengths is that it’s a community that’s growing, it’s vibrant – it has a future. It’s obviously going in the right direction – growth is taking place and along with that comes a lot of challenges, new people, and needs and so forth.”

“The residents generally feel like they don’t want more people and more traffic. The town officials want the community to grow and to prosper and I suspect that’s true anywhere you go.”

“I know the attitude of the town board now is if you want to build in Rolesville you will meet our requirements or we won’t approve them. Where in the past there was a feeling... you could come in with a chocolate bar and they’d run away and say ‘Oh, thank you thank you!’ And now we’re in a situation of ‘you better bring us a whole box of candy or we’re not even going to talk to you.’ I mean we’re in that situation. And that means I think that we can control the quality. Which to me, quality of development relates to quality of life.”

“I think the most important aspect is going to be controlling growth. There is no question that if we don’t grow, we’re going to be grown around and left behind.”

“The growth is good, I guess the only thing about it is...it used to be just a little crossroads village community and it’s really growing – right now we have the shopping center, which has pulled everything out from downtown.”

Summary

Rolesville residents believe that growth brings opportunity, but are also wary of the pace of the growth in their community. Service providers mostly feel that the growth is already being planned and must continue to be planned. Community members have faith in their elected officials, but are concerned that there is not enough communication between officials and the community about growth.

Traffic Congestion

Quotes from interviews:

“Traffic. Big one.”

“Life in Rolesville is very congested, and it’s going to get worse – and unfortunately it’s got to get worse before the Department of Transportation will make any changes that are warranted and need to be done.”

“401 needs to be widened. No ifs, ands, or buts about it. If you’re heading from the Franklin Co. line south into Raleigh, it’s not uncommon to have to stop at the county line and go through stop and go traffic all the way down to where the road widens.”

“I try to do most of my things that have to do with town between the hours of 9am and 3 or 4pm because after that people are coming home from work and you can’t get out of the shopping center without a great deal of problems.”

“Traffic sounds petty but it’s not. We really do plan our activities around rush hour.”

“When I walk in the mornings, it is almost impossible to get across the street.”

“We don’t have interconnecting streets. There’s really not connectivity in the neighborhoods. It all flows back into one little intersection. We’re growing into all these little cul-de-sac neighborhoods instead of growing up.”

“Sometimes we have to wait 10 minutes to get into the road, especially if it is rush hour.”

“Why, I never used to have to wait at the traffic light, and now it’ll change three times before I can get through and I can’t get in and out of 401.”

Summary

Community members and service providers agreed that traffic is a major concern in Rolesville. Traffic congestion greatly affects the quality of life of residents who have to plan their day around peak hours. Some solutions mentioned were the plans for a bypass, making streets more interconnected, traffic lights, and widening 401.

Other Themes Important to Rolesville

Youth:

“Rolesville is a great place to raise kids.”

“It’s good to grow up here because I’m still hanging out with all the friends I did in elementary school and the people who grow up in Raleigh all go to different schools by the time they are in high school, so we’re still going to school with the same people and it’s nice.”

“I think the schools have done a great part in bringing blacks and whites together, you know through the school system where the children all mingle together.”

Services for the growing Latino population

“Desperately needed is ESL [English as a Second Language]. There are a tremendous number of those folks that need help. The language barrier is very real.”

“Well, we’re trying to do more outreach in the Hispanic Community. We have a local church where they do outreach...So we’re real excited about reaching a population that we don’t think anybody else is reaching out to in this area in that way.”

Small town feeling

“Small town atmosphere. Personal, warm, first-name basis – that’s probably the best thing about the town. And the fact that we are taking an active role in trying to keep it that way. We’re the smallest town in Wake Co. and that’s kind of a unique label.”

Thank you!

Thank you for coming to the Rolesville Community Forum! Our team has really enjoyed the time we have spent in this community, and we thank you all for your openness and help.

We hope this forum has given you a chance to talk to your neighbors about the things in the community that interest you, and that after tonight, you will be able to continue to work together to build on Rolesville's strengths and face Rolesville's challenges.

The team is also writing a document about the themes we found in Rolesville, the methods we used, and the forum. We will include the action steps you created tonight. This document will be available at the Rolesville Town Hall and at Rolesville Baptist, New Bethel Baptist, and New Life Churches. It will also be available online beginning in June of 2004. To read it, go to:

<http://www.hsl.unc.edu/phpapers/phpapers.cfm>

Rolesville Community Forum Evaluation Form

1. I feel that my voice was represented here today.

Strongly Agree Agree Disagree Strongly Disagree

2. I feel that this gathering has provided me with opportunities to become more involved with issues of concern if I want to.

Strongly Agree Agree Disagree Strongly Disagree

What were the best things about this forum?

How could the forum have been better?

Other Comments:

>>Thank You for Your Time<<

Appendix M: Results of Small Group Discussions

Group	Attendees	Education Empowerment Technique	Results
Community Identity and Involvement	Service Providers, Community Members	Force Field Analysis	Create more regular community-sponsored opportunities for people to come together
			Initiate regular use of the new park and gazebo
			Create a community “cheerleader” or welcoming committee to improve relations between newcomers and long term residents
			Better publicize community events
Diversity and Change	Service Providers, Community Members, Non-residents	SHOWED	ESL classes
			Increased participation in town discussions
			Diversify town events
Health and Human Services	Community Members	Force Field Analysis	Initiate community organizing for a Senior Center
			Increase pressure for funding
Traffic Congestion	Service Providers, Community Members	Force Field Analysis	Increase lot size requirements for new housing developments
			Speed up funding for the 401 bypass
			Increase police efforts to direct traffic during rush hour
Planning Growth	Service Providers, Community Members, Non-residents	SHOWED	Placement billboards with community events, dates, and times at important locations
			Welcome newcomers during their first year in Rolesville and give them a calendar with community events listed
			Place displays of development models at large community events
			Create volunteer public relations board

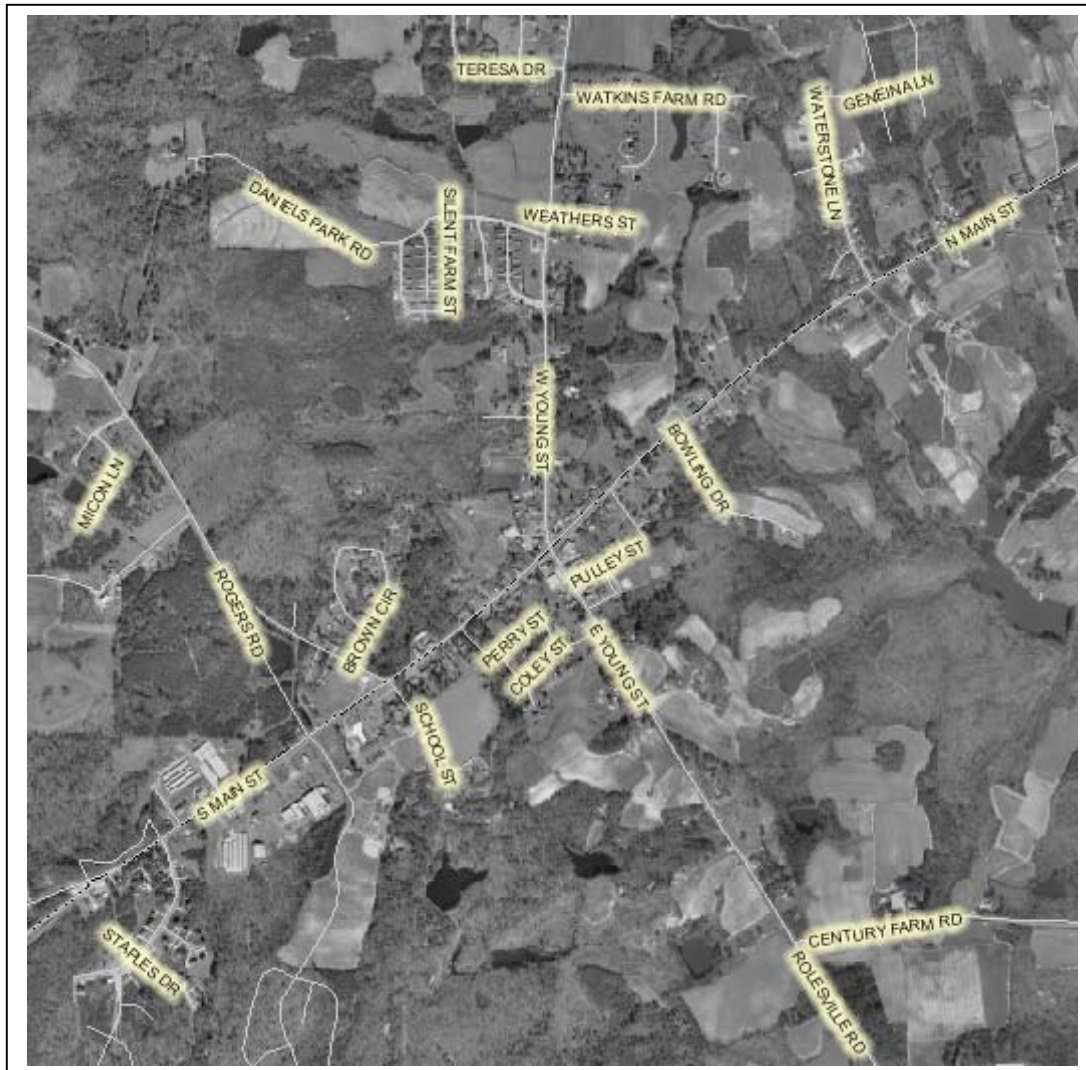
Appendix N: Quarry, Rolesville, NC from 1999 Orthophotography

Wake County Government *GIS maps*: <http://imaps.co.wake.nc.us/imaps/main.htm?msize=525>



Appendix N: Rolesville, NC from 1999 Orthophotography

Wake County Government *GIS imaps*: <http://imaps.co.wake.nc.us/imaps/main.htm?msize=525>



Appendix N: Evergreen Mobile Home Park, Rolesville, NC from 1999 Orthophotography

Wake County Government *GIS maps*: <http://imaps.co.wake.nc.us/imaps/main.htm?msize=525>

