



**A report outlining the needs  
and challenges faced by the  
Upper Manhattan community.**

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MARCH 2021

# Riverside Development Committee Community Assessment + Partnership Study

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Washington Heights, Manhattan, New York City

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# Introduction

Our nation is facing unprecedented and overlapping challenges related to the COVID-19 pandemic, economic uncertainty, and civil unrest. Each of these thematic challenges spotlights the long-standing inequities pervading Black and Latinx people, whose population make up the majority of residents in Upper Manhattan neighborhoods in New York City. However those inequities are measured, Upper Manhattan residents have been, and continue to be disproportionately harmed by the current health crisis, job loss, economic policies, and social injustice. Standing in the face of these challenges – and capable of offering solutions – is The Riverside Church.



Established in 1930, The Riverside Church (Riverside) has earned its reputation as one of the most prominent structures in Upper Manhattan, with a legacy of progressive theology and social activism.<sup>1</sup> As a Christian community, Riverside has championed many global initiatives while remaining committed to serving and empowering its local neighbors. For nine decades, Riverside has played an active role in the Upper Manhattan community, from its local social justice advocacy for prison reform and fair housing to its food pantry and clothing room for nearby residents.

While many churches have come and gone, Riverside remains one of few long-standing institutions observing the decline of one Upper Manhattan community and revitalization of another. All the while, the past 90 years have left The Riverside Church unscathed by the ever-changing landscape within which it is situated. Its persistent presence renders Riverside a beacon poised to assist the community in a variety of ways – as it recently purchased McGiffert Hall in Morningside Heights and now begins planning the next 90 years of its legacy – starting with its most up-to-date and comprehensive community-based needs assessment study. However, what is true, and will be revealed in this report, is that Riverside – over many years, and through no foul intention – has developed many local outreach ministries currently on

the verge of extinction due to their irrelevance and/or an absence of communication strategy that reaches its neighbors. Ironically and tragically, Riverside has dozens of outreach programs currently deployed in which most Upper Manhattan residents do not participate and with which many are unfamiliar.

In an effort to have Riverside better understand how to engage and improve the Upper Manhattan community, the Riverside Development Committee's Community Assessment and Partnerships Subcommittee (CAPS) conducted the Community Needs Assessment Study during November and December 2020. The study attempted to understand major changes and challenges plaguing residents and institutions in Upper Manhattan. To investigate these challenges, The Riverside Church surveyed community members to determine needs and gaps in resources. (Consequently, this report does not address aspects of worship, national/global outreach initiatives or ministries, as the data collected provide insight solely into the local community surrounding the church.) This report contains a description of the methodology and an explanation of key findings, including excerpts from focus group discussions and interviews that reflect and support these findings. The final section offers recommendations that the Viney Group believes would effectively address primary issues revealed in the study.

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1. To learn more about The Riverside Church, read *The History of The Riverside Church in the City of New York* <https://nyupress.org/9780814767139/the-history-of-the-riverside-church-in-the-city-of-new-york/>

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# Methodology

Methods used to collect data included online surveys, focus groups, and individual interviews.

- **Online Survey:** The online survey was fielded via Qualtrics XM, in both English and Spanish, from November 4, 2020, to December 27, 2020. Qualtrics XM ultimately collected 631 responses for use in data analysis. (477 people started the survey online but did not complete it (These incomplete responses are not reflected in the data analysis). More than half of the respondents reside in Harlem (52%). Twenty percent (20%) live on the Upper West Side between 96<sup>th</sup> and 113<sup>th</sup> Streets; 16% live in Washington Heights, and 11% reside in Inwood. For this report, those who completed the survey are referred to as "respondents."
- **Interviews:** 12 Upper Manhattan-based nonprofits executives were interviewed by Jackie Kidd. Those interviewed are referred to as "interviewees."
- **Focus Groups:** Four focus groups were conducted by the Viney Group (Viney), which engaged a total of 14 professionals working in Upper Manhattan in the following sectors:
  - Social services: 3 participants on November 16, 2020
  - Arts and cultural: 3 participants on November 18, 2020
  - Business community: 5 participants on December 9, 2020
  - Faith-based community: 3 participants on December 9, 2020

Those who participated in the focus groups are referred to as "participants."

The Riverside Development Corporation (RDC) engaged the Viney Group to analyze data, make comparisons to city-wide findings where possible, make recommendations, and write this report.

The strength of this needs assessment includes the various community-based partnerships (see p. 16 for a listing) that helped promote and disseminate the online survey, identify focus groups, and interview participants. Limitations of these activities include the lack of diversity among respondents and the following variables:

- Originally, RDC had planned to use a "boots-on-the-ground" in-person survey mode to gather data from Upper Manhattan residents but decided to use an online survey due to COVID19 restrictions.
- The survey skewed heavily female; two-thirds of the participants were women.
- There was a challenge recruiting community-based organization (CBO) members for the focus groups who were not people of color. (Among the 14 participants, 2 were Jewish, 11 were Black, 1 was Latino.) Because of this circumstance, many conversations occurred through the lens of the Black perspective. For example, the term "Community" was often synonymous with "Black community."
- Many CBO leaders were hesitant to participate in the study because either, 1) they did not understand the value participation would bring them or their organization, or 2) they did not see potential synergistic partnership between their organization and Riverside.
- Sixty-five percent (65%) of survey respondents were college-educated, which skewed slightly higher than 42% of Harlem residents who have attained a college education.<sup>2</sup>
- More than 98% of survey respondents stated they have internet access, when data show that Upper Manhattan residents need greater internet access. (Respondents required internet access to complete the survey.)

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2. Statistical Atlas. 2018. "Educational Attainment in Harlem, New York, New York (Neighborhood)." Statistical Atlas: The Demographics Statistical Atlas of the United States. 1. <https://statisticalatlas.com/neighborhood/New-York/New-York/Harlem/Educational-Attainment>.

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# Key Findings

## Despairing Outlook on Community Improvement

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A central question to the CAPS Community Needs Assessment Study focused on respondents considering the vitality of their Upper Manhattan community. When asked how they felt about its “strength and richness,” they reported the phrase evoked themes of neighborliness, resilience, pride, and love. However, when pressed for specifics, respondents identified a spectrum of juxtaposed comments that suggested tension, fragmentation, gentrification, and despair. They discussed, in unanimous terms, feeling marginalized by corporate enterprises and overlooked by the City’s administration.

While a small fraction of respondents could imagine the community improving, many could not envision Upper Manhattan, particularly Harlem, as ever being a revitalized community that celebrates its Pan-African history and diversity. Focus group participants and interviewees expressed similar sentiment, overwhelmingly voicing doubt that Upper Manhattan would return to a community comprising majority successful Black-owned storefronts, with flourishing cultural institutions. More than 55% of respondents reported viewing the community as staying the same or heading in the direction of increased inequity and division. Survey respondents pointed to a lack of organization and systematic planning to address the community’s most pressing issues.

## Diversity Masquerading as Equality

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New York City has an extraordinarily diverse population. According to the 2010 census, 33% of New York City residents are white, 26% are Hispanic, 26% are Black, and 13% are Asian.<sup>3</sup> The survey revealed that 95% of respondents believe that Upper Manhattan is diverse. However, statistics show that NYC’s racial/ethnic diversity is not reflected in many of its neighborhoods, including those across Upper Manhattan, which has a majority Black and Latinx population.<sup>4</sup>

Many focus group participants discussed how gentrification deeply and negatively affects this concentrated population of long-standing, often multigenerational residents. Developers and new residents have raised the costs of living and introduced a new set of social issues that only serve to amplify and exacerbate the discrimination and socio-economic problems that historically have plagued those original residents – problems such as high poverty rates, low income, marginal education attainment, mass incarceration and recidivism. Moreover, many interviewees discussed the lack of respect for Black culture, as new businesses exploit or overlook the cultural heritage of the community, and avoid investing dollars back into the community. What is true for long-standing residents of Upper Manhattan is true for the community’s long-standing business owners. In a focus group, Black business owners relayed that because of gentrification, they do not have the same access and opportunity as corporate entities and non-Black business owners who only recently have colonized Upper Manhattan neighborhoods.



Harlem, New York City - September 20 2015: Dr. Leonora Fulani with anti-gentrification activists. The 46th annual African-American Day Parade on Adam Clayton Powell, Jr Blvd.

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3. U.S. Census Bureau, Decennial Census (1990, 2000, and 2010).

4. Fessenden, Ford, and Sam Roberts. 2011. “Then as Now — New York’s Shifting Ethnic Mosaic.” *The New York Times* (New York), January 22, 2011. <http://archive.nytimes.com/www.nytimes.com/interactive/2011/01/23/nyregion/20110123-nyc-ethnic-neighborhoods-map.html?mcubz=0>.

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## Five Urgent Community Issues

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Beyond the current headlines, financial numbers, and concentrated wealth accumulation in New York City lies an economic crisis that has plagued Upper Manhattan residents for decades. Low employment wages – coupled with price-gouging landlords, the rising cost of healthcare, marked-up food prices, and costly childcare – have left Upper Manhattan residents struggling to make ends meet. Across the study, participants stated that the top five issues in need of attention, in order of urgency, were 1) housing, 2) employment, 3) health/healthcare, 4) education and 5) food insecurity. For this report, these five top issues are segmented into two categories: 1) affordability issues and 2) accessibility issues. “Affordability issues” is fundamentally a problem of a higher cost of living to lower income and relates to “accessibility issues,” which addresses basic resources that are not readily available.



Nearly one quarter of respondents had to choose between buying food and paying rent, and worried about homelessness in 2020.

### *Affordability Issues*

#### **1. Housing**

Lack of affordable housing has resulted in more Upper Manhattan residents being displaced or paying high percentages of their income on rents and mortgages. This circumstance has compelled many to make difficult financial decisions daily. One in three respondents stated that they fell behind on paying bills at least once in 2020. Even more alarming, nearly one-quarter (23%) of respondents shared they have had to choose between buying food and paying rent and have worried about homelessness within the past year. Throughout the streets of Upper Manhattan neighborhoods, high levels of homelessness are more visible than ever. And with the City’s COVID-19-related eviction moratorium’s impending expiration, officials expect that homelessness will metastasize at unprecedented rates that are also unpredictable.

#### **2. Employment**

For Black and Latinxs residents (who make up the majority of Upper Manhattan), unemployment and under-employment rates are strikingly high; greater than other ethnic groups in America, and this trend is certainly true of New York’s population. Jointly, low wages and unemployment is the direct cause of residents’ inability to afford their rents and mortgages, healthcare, food, and childcare. According to the survey sampling, 14% of respondents are unemployed or underemployed, which is more than double that of the national unemployment rate (as of December 2020).<sup>5</sup> Among those not employed full time, more than half do not plan on returning to the workforce. Nearly one-third (31%) of respondents who are not employed full time are actively seeking a new job, while 14% are taking a break from job searching. Those that are actively job-hunting are poised to have difficulty finding gainful employment due to the current economic crisis stemming from the pandemic.

#### **3. Food Insecurity**

Food Insecurity – a household’s inability to provide enough food for each member to live healthily – is tangential to the issue of affordability. One in five residents surveyed reported experiencing food insecurity, and roughly 25% have had to choose between buying food and paying rent; 21% of respondents receive government assistance to buy food. One focus group participant who manages a food pantry shared that the number of people lining up for food has multiplied exponentially due to COVID-19: “The need for food is front and center of people’s mind.”

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5. “The Employment Situation, January 2021.” 2021. Bureau of Labor Statistics, U.S. Department of Labor. <https://www.bls.gov/news.release/pdf/empisit.pdf>.

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## Accessibility Issues

### 4. Healthcare

Without adequate healthcare, especially mental health services, the community will continue to witness the increased risk of contracting chronic diseases and experiencing substance abuse; 45% of respondents have long-term medical conditions in their households, diabetes being the most common condition (18%). Major depressive disorder and post-traumatic stress disorder (PTSD) are among the top conditions that respondents or their family members are currently experiencing. Despite this strong demand and growing societal awareness surrounding the importance of mental healthcare, the study revealed that the overwhelming majority of Upper Manhattan residents were unsure of access to mental health resources in their community. A quarter of respondents reported adequate mental health resources are not available. One of the most noticeable effects of the healthcare crisis is the prevalent drug use visible on many street corners in Upper Manhattan neighborhoods. Adversely, the pervasive untreated mental health and drug use coincide with gang activity and crime, leaving residents feeling unsafe in Upper Manhattan. As one interviewee warned, “There is a perfect storm brewing with mental health and drug addiction.” Left untreated, the extraordinarily high prevalence of mental health and substance abuse problems among Upper Manhattan residents attribute to immeasurable consequences to the community as a whole.



Nearly half of respondents have long-term medical conditions in their households, with major depressive disorder and post-traumatic stress disorder (PTSD) ranking as top conditions.

### 5. Education

Views on the quality of education in Upper Manhattan are starkly split. While the quality of education in the community did not apply to 35% of respondents, 37% reported to be at least somewhat satisfied; 29% expressed dissatisfaction. Nevertheless, daycare and college accessibility remain fraught with inequities within the community. According to survey results, daycare for children ages 0-3 is rated as the least available high-quality program in the community. Nearly half (41%) of respondents reported the cost of college as an obstacle. College readiness programs are not applicable to most community members, but even those community members to whom they do apply are likely to be unaware of available programs. Speaking of education, one director of a childcare organization explained, “There needs to be a way to bring information to families, so it does not feel like they have to reach far to get what is required.”



Harlem, New York City

### Lesser Pressing Issues

The study also provided insight into additional issues impacting the community, but which also seem to be important though likely less pressing than the top urgent issues listed above. These issues included social justice, racial equality, community systems and safety, technology/internet access, incarceration and recidivism, and faith in the community. When looked into at length, all of these issues and their consequences can be seen as side-effects of the top five urgent issues.

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## Dissociation of Community Based Institutions

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All of the surveying for community-based organizations came through focus groups and interviews. From their analysis, Viney concluded that Upper Manhattan-based organizations work to better the community, yet none of them exists to partner with each other. As one focus group participant stated, “Community groups want to help each other, but no one is collaborating.” Currently, comparable organizations’ services overlap; however, those organizations consistently waste time and resources because they are not collaborating and sharing data. Furthermore, respondents who work in the community discussed lacking a forum or space where organizations that serve the community may come together to share ideas and data. Similarly, Black business owners were disappointed in the lack of support from the community. Many shared that residents (particularly Black residents) want them to be staples in the neighborhood but are not patronizing their businesses. Instead, businesses that are not Black are seeing growth but are not reinvesting in the community that supports them.

“The Riverside Church has a larger voice and credibility to implement a systematic approach to help the Upper Manhattan Community.” - Focus Group Participants

## Riverside Stands at a Pivotal Point

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Historically, Riverside has enjoyed a great reputation and a foothold in the community due to its contributions to global and local social justice. However, the study revealed that its foothold is slipping as fewer residents and community stakeholders have knowledge of the church’s current outreach ministries, nor feel the value of its presence in the community. While the majority of respondents were familiar with The Riverside Church, nearly half of respondents (49%) were unaware these local outreach ministries exist. (Worship services and Riverside tours were the best-known programs/services.) This revelation suggests that programs offered at Riverside are misaligned with the current and urgent needs of the community and/or have not been marketed to the community at large. Furthermore, the church does not appear to have a single communication strategy for all of its programming that manages community relations, nor does it appear to have a liaison for community partners. As one focus group participant explained, “Riverside, it’s a castle on a hill.” Nevertheless, community leaders who have some awareness about the work of Riverside are eager to get involved, and those who are current partners desire to continue working to develop solutions for the community alongside Riverside.



Now is the time for Riverside to decide whether it will persist in offering programs that are outdated and therefore irrelevant and/or outside its scope of community assistance – low-impact programs known to a mere handful of Upper Manhattan residents – or take bold action to consolidate and restructure its local outreach ministries to help shape the future of New York City for the good of those who call Upper Manhattan home. The latter is the only way Riverside will ensure its legacy for future generations over the next 90 years.

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# Conclusion

“Over the years, the church has become a little too insulated...Riverside needs to feel accessible again.” - Interviewee

The Riverside Church was a big force for the community in the previous millennium, especially during the '60s and '70s. Today, residents explain that Riverside feels like an insulated church disconnected from the families and institutions in the surrounding neighborhoods.

Now is the opportune time for Riverside to pivot focus back on the community's needs because there will be a time when COVID-19 restrictions will lift. And not only will people want to be entertained, but they will also need a place they trust to help them rebuild their lives and their community. Upper Manhattan needs a physical space that is neutral and safe, where residents, community leaders, lobbyists, politicians, business owners, and other community stakeholders can share ideas and vent their frustrations – a place that is recognizable and known for bringing the community together, physically, just for them. Riverside can be this place for Upper Manhattan community members. Riverside is positioned to support the Upper Manhattan community and navigate challenges as residents begin to recover from the pandemic, helping individuals and businesses get back on their feet.

This study's undertaking speaks to The Riverside Church's longstanding commitment to listening to what its community values and needs. The Riverside Development Committee and its key partners are to be commended for their commitment to its community and their willingness to provide a platform for residents and community leaders to share challenges and desires. Furthermore, the Viney Group is committed to helping the Riverside Development Committee reach its goal of improving the Upper Manhattan community should it require our services in the future.

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# Acknowledgments

The members of the Riverside Development Committee and the Community Assessment and Partnerships Subcommittee would like to express their deepest appreciation to all those who provided feedback, assistance and support to complete the Community Needs Assessment Study. Furthermore, they would also like to acknowledge with much appreciation the crucial role of the following Upper Manhattan community members:

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Jacqueline Camacho  
Columbia University Facilities and Operations  
Community Board 9  
Community Board 10  
Community Board 11  
Community Board 12  
Carol Fouke-Mpoyo  
Harlem Community News  
Sonia Ingram  
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Robert Mpoyo  
Palanté  
Minerva Salles  
Forrest Taylor  
The Office of Gale Brewer,  
Manhattan Borough President  
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## ***Consultants + Staff***

Jackie Kidd  
Ivy Newman, The Viney Group  
Qualtrics XM  
Reverend Phil Tom  
Ugochi Onyeukwu

## ***Focus Group Participants***

**Richard Acosta**, Grant Associates  
**Chaplain Jewelnel Davis**, St. Paul's Chaplain at Columbia University  
**Leon Ellis**, Chocolat Restaurant & Bar  
**Nikoa Evans-Hendricks**, Harlem Park to Park  
**Angie Hancock**, Experience Harlem  
**Aubrey Lynch**, Harlem School of the Arts  
**Princess Jenkins**, The Brownstone Woman  
**Atim Annette Oton**, Calabar Gallery

**Malcolm Punter**, Harlem Congregations for Community Improvement  
**Dr. Paul Radensky**, Old Broadway Synagogue  
**Regina Smith**, Harlem Business Alliance  
**Gregory Silverman**, West Side Campaign Against Hunger  
**Rev. Julius Walls**, Greater Hood Memorial AME Church

## ***Interview Participants***

**Hope Bell**, Community Education Council District 5  
**Kathleen Benson Haskins**, Landmark East Harlem  
**Aissatou Bey-Grecia**, Friends of Morningside Park  
**Jeanette Corey**, Bank Street Family Center  
**Erika Ewing**, Got to Stop, LLC  
**Bill Fink**, SCAN – Harbor Program  
**Alice Fontier**, National Defender Services  
**Derrick Gaskill**, Ascendant NYC  
**Cheryl Gerber**, New York Center for Infants & Toddlers  
**Dr. Lena Green**, The Hope Center Harlem  
**Shiloh Holley**, Morris-Jumel Museum  
**Kevin Kentish**, Urban Assembly Schools  
**Tariq Kitson**, Harlem Rotary Foundation  
**Charles Powell**, Community Board 10  
**Nanda Prabhakar**, Mission Society NYC

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## ***RDC Community Assessment and Partnerships Subcommittee***

Karen Diggs, Chair  
Tanya Pope  
Martha Wiggins

***The Riverside Development Committee*** is to lead the congregation and staff of The Riverside Church in the development of a comprehensive strategic plan to address how our property can be more effectively used not only to positively impact our community but also to ensure our long-term fiscal sustainability.

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# Appendixes

### FOCUS GROUP AGENDA

*Below are the agenda and updated questions for the focus groups.*

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- **Introductions**
- **Ground rules and procedure**
- **Confidentiality**
- **Questions**
  1. What are some of your thoughts about what's going on in Upper Manhattan now?
  2. Here is a list of social areas that impact Upper Manhattan's communities. Rank the top 3 areas that you believe are most important and/or urgent to address at this time?
    - a. Community Systems & Safety
    - b. Education
    - c. Employment
    - d. Faith in the Community
    - e. Food Insecurity
    - f. Formerly Justice involved/Re-entry/Social Justice/Racial Equality
    - g. Health & Health Care
    - h. Housing
    - i. Recreation
    - j. Technology/Internet Access
    - k. Demographic Information
  3. Consider the top social area you selected. Why did you choose this particular social area? (Describe what you see in the community as it relates to this area). *[Each participant would be asked to speak about their top choice]*
  4. How do you envision your top social area being improved? *[Each participant would be asked to speak about their top choice]*
    - a. Would anyone else like to comment on this social area before we move to the next person?
  5. For your social area to improve, what would it take to get the community (people/organizations) involved?
    - a. Would anyone else like to comment on this social area before we move to the next person?
  6. What role do you see Riverside Church playing to help address the issues around the social areas we've discussed?
  7. Are there other recommendations that you have, or suggestions you would like to make?
- **Follow up questions & Conclusion**

### CAPS Interview Questions

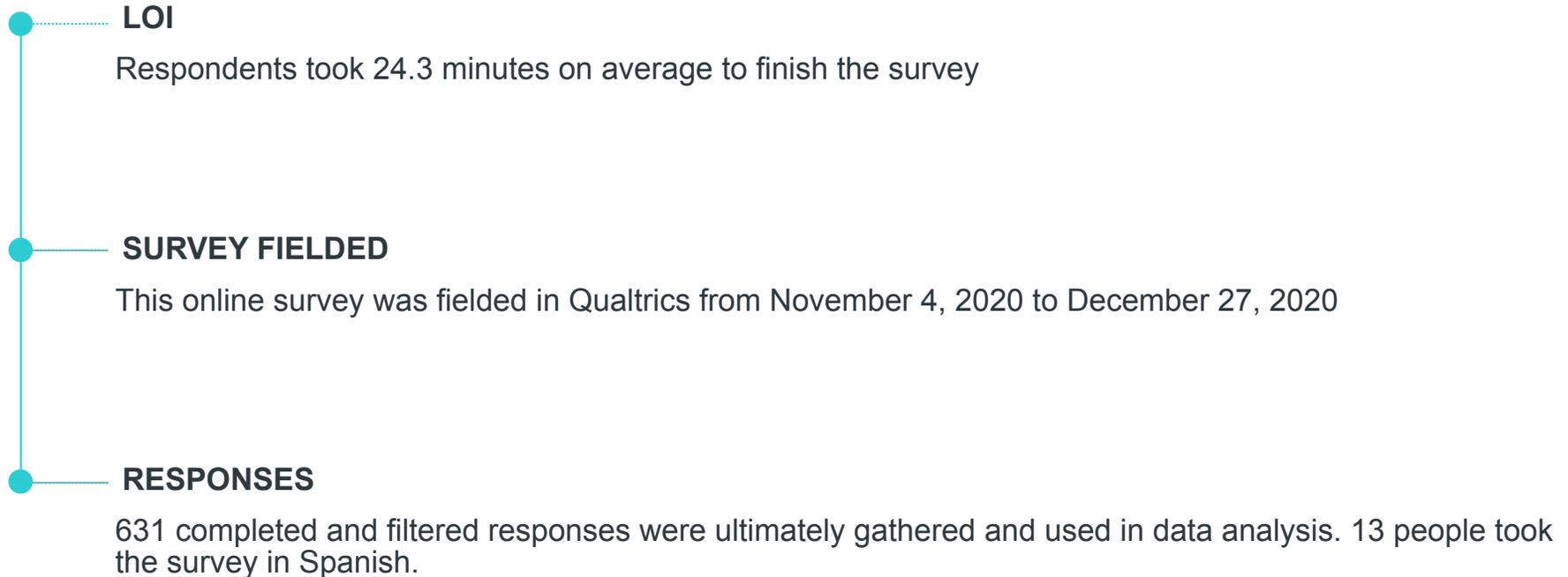
1. What do you see as the primary strength or richness of your community?
2. How has COVID-19 affected this community?
3. What are the biggest changes in this community in the past five years, prior to COVID, that you think have been helpful?
4. What are 3 major challenges that you see in this community? What are the causes and have they been recent (last 5 years) or longer? What should be done to reduce those challenges?
5. How familiar are you with Riverside Church, and that's in the services of programs that they offer?
6. If Riverside Church could offer: 1) expansion of current services or programs or 2) add new ones, what would be your priority suggestions that you feel would most assist and support this community? Please be as specific as possible. What type of services would you like to see or partnerships? Would you like to see something?

# Riverside Church Community Survey

## EXECUTIVE SUMMARY



# Methodology





1. Almost one-third of respondents say that their community is headed in the wrong direction, showing major room for growth and assistance.
2. Housing and employment are currently the most important and/or urgent issues facing residents in Upper Manhattan's community. Closely following are issues regarding health, education, food insecurity, and social justice/racial inequality.
  1. 25% of community members have had to choose between paying rent and buying food in the past year.
  2. Almost half have experienced discrimination.
  3. Covid-19 has negatively impacted the financial, mental, and social well-being of more than half of respondents.
3. Community members see low cost/health grocery stores, wellness centers, job training, and technology centers/training as the most important contributions to their community. These contributions are also emphasized in open ended responses.
4. Satisfaction with and access to quality education and programs are low in the community. 41% of respondents indicate that cost of college tuition is an obstacle for them or someone in their household.

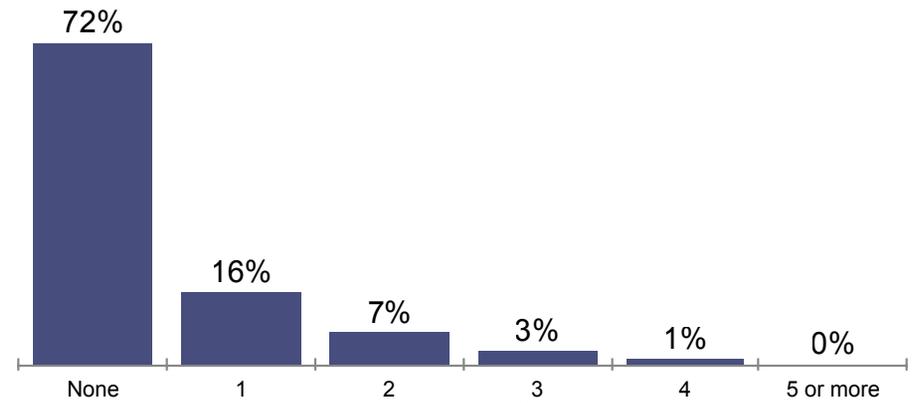
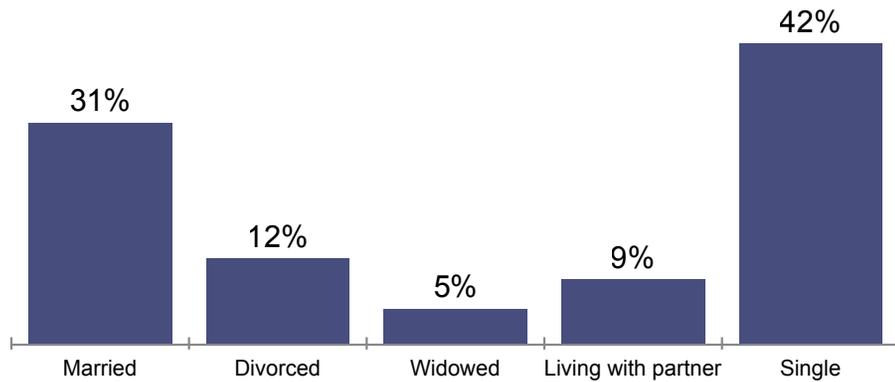
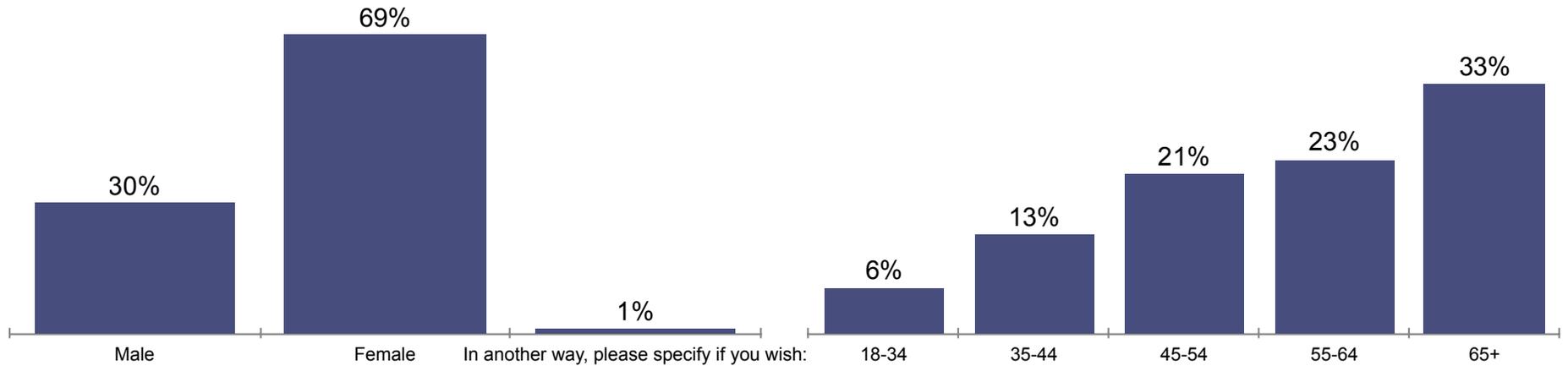
# KEY FINDINGS



# Respondent Demographics



# Respondents are mainly female, 45+, single, without children in the home



Q: Which of the following best describes how you think of yourself: (n = 629)

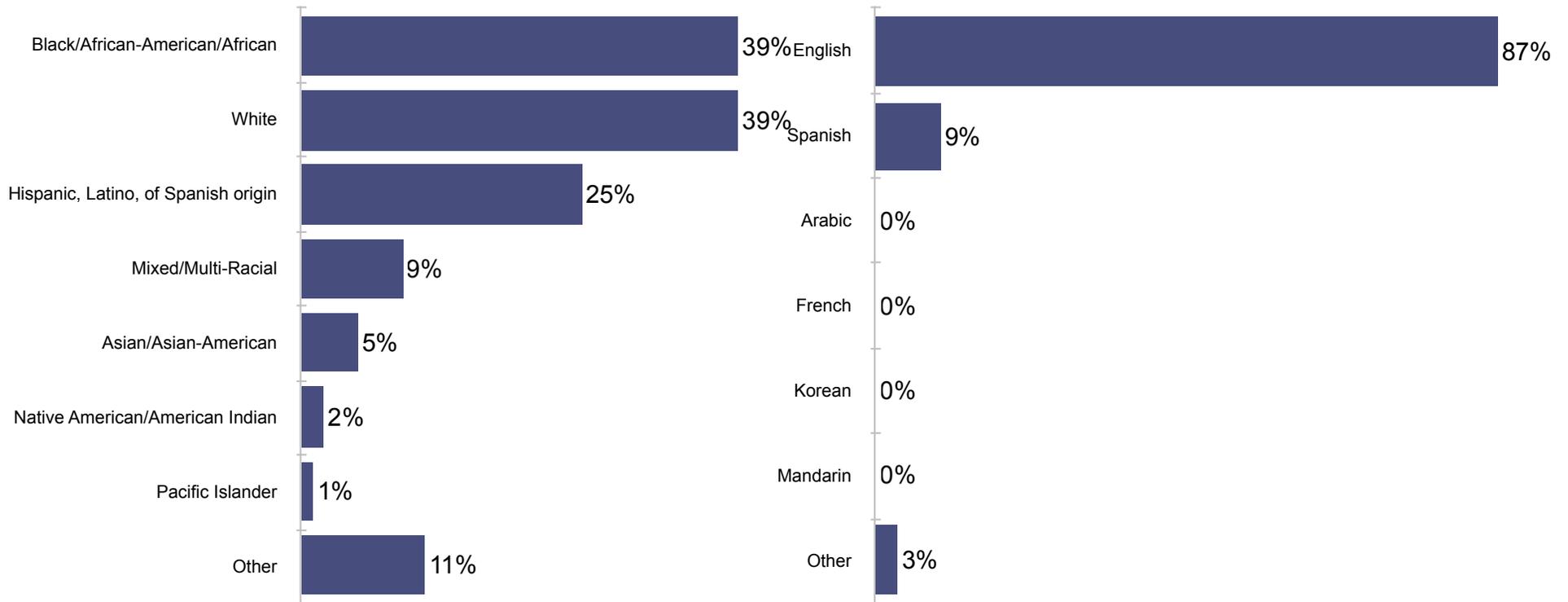
Q: Are you currently... (n = 625)

Q: What year were you born? (n = 603)

Q: How many children under the age of 18 live in your home, if any? (n = 628)



Majority of respondents are English speakers; sample is equal proportions White and Black/African American. 13 people took the



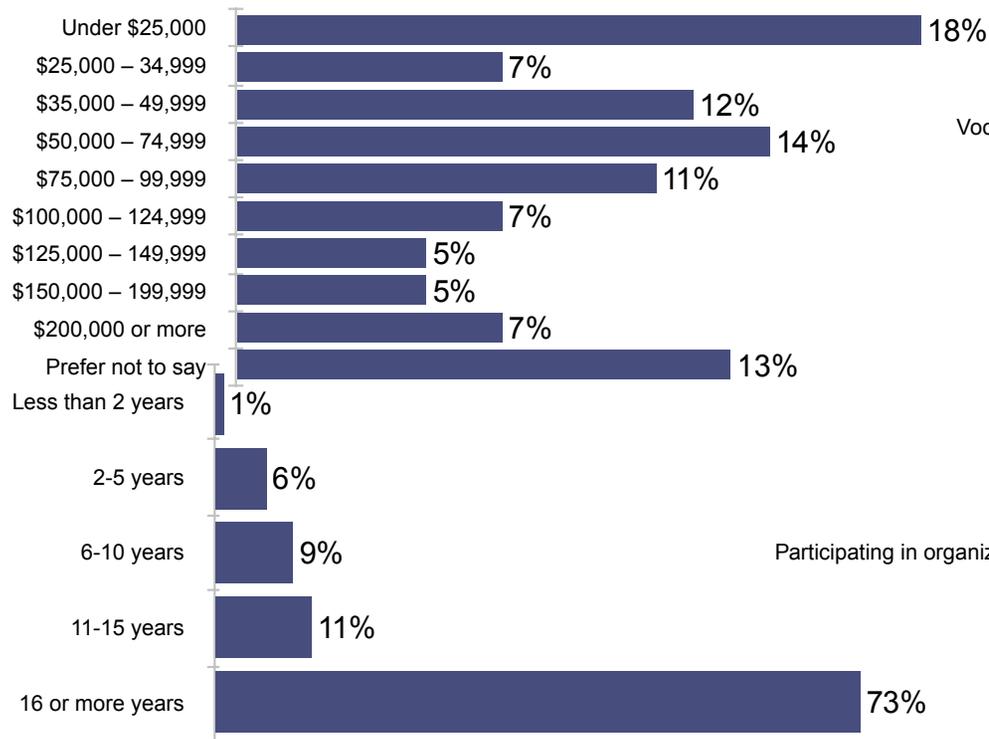
Q: Are you... Select all that apply. (n = 604)

Q: Are you of Hispanic, Latino, or Spanish origin? (n = 627)

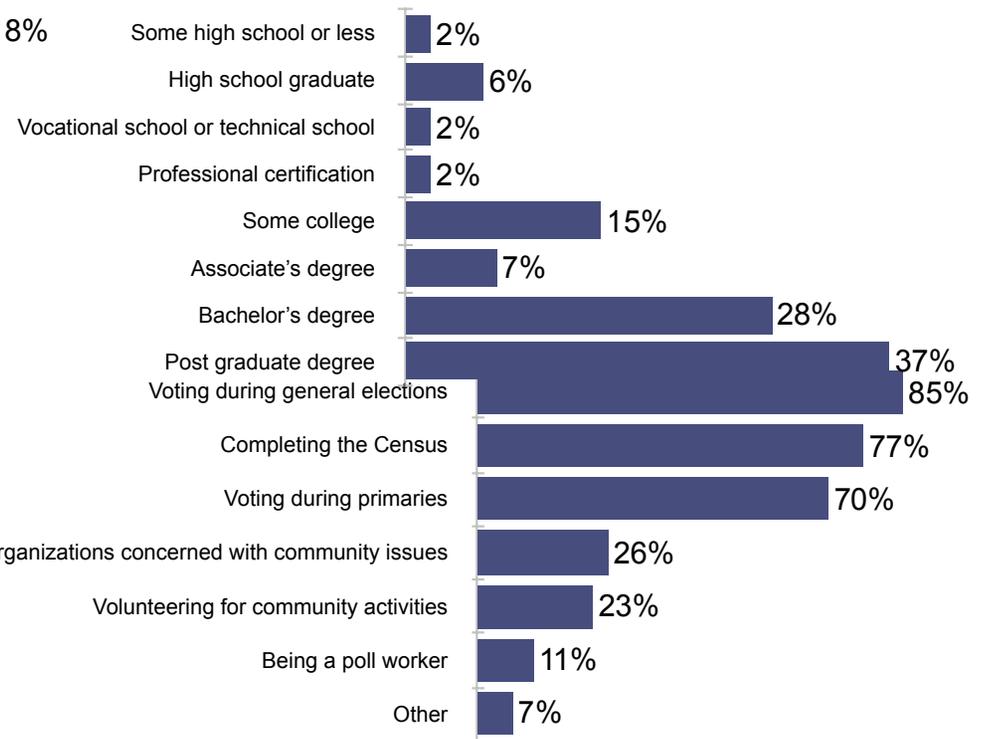
Q: Which language is primarily spoken in your home? (n = 630)



# Most respondents are longer-term residents with 18% earning less than \$25k, while 37% earn between \$35k and \$100k a year



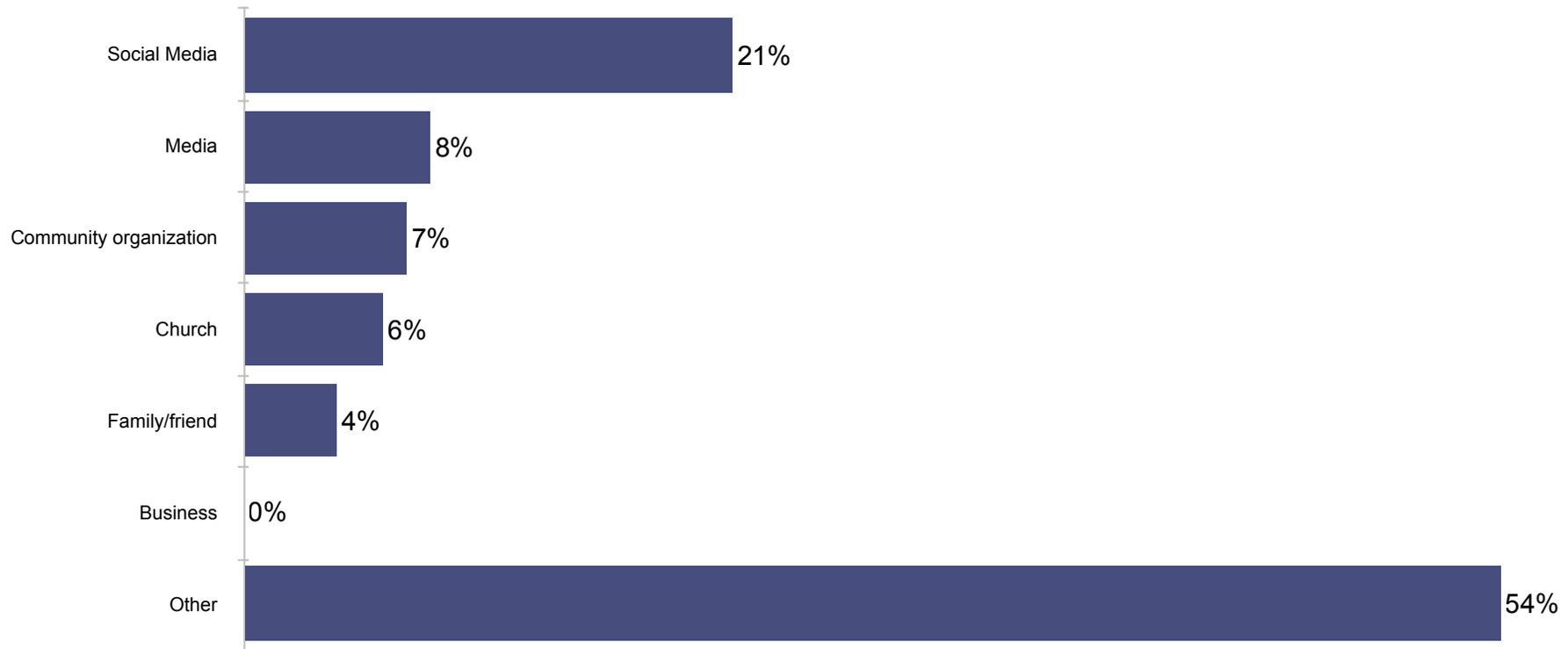
Q: What do you expect your 2020 family income to be? (n = 626)  
Q: How long have you lived in your community? (n = 630)



Q: What is the highest level of education you completed? (n = 628)  
Q: In what ways do you participate in voting or other civic activities? Select all that apply. (n = 535)



# Respondents invited to participate in survey mostly via social media and email



Q: How did you hear about this survey? (n = 626)



## Plurality of responses from 10025 zip code

Zip Code	Number of Respondents
10025	127
10026	41
10027	69
10029	63
10030	33
10031	51
10032	50
10033	48
10034	35
10035	24
10037	25
10039	27
10040	37
10115	1

Q: What is your current zip code? (n=631)



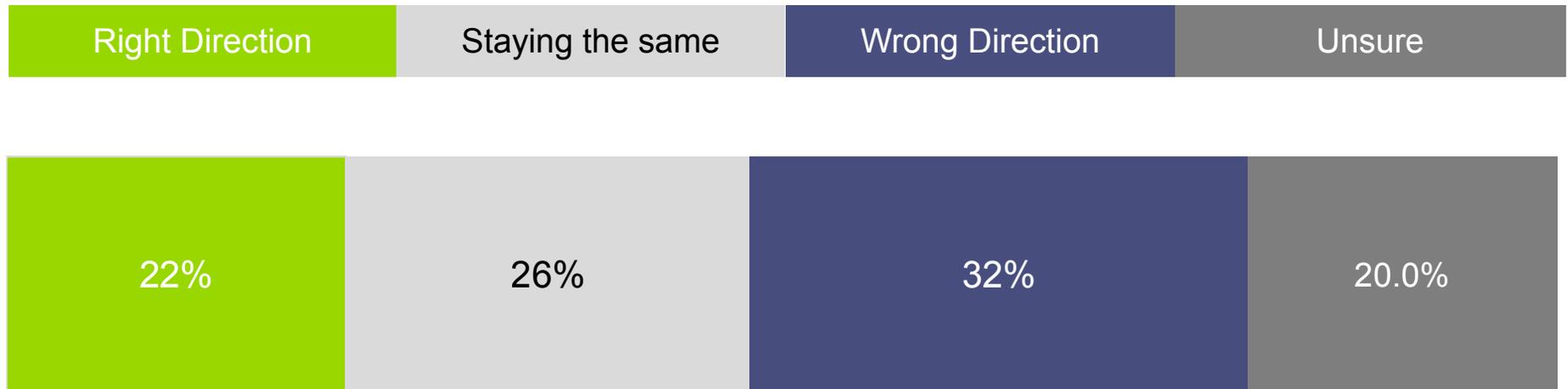
# Community Systems and Safety



# Almost 1/3 of the community say headed in wrong direction

32% of respondents indicate that their community is headed in the wrong direction, while less than a quarter believe their community is headed in the right direction. 26% of community members see the community as unchanging, and 20% are unsure.

■ group\_var ■ Right direction ■ Staying the same ■ Wrong direction ■ Unsure

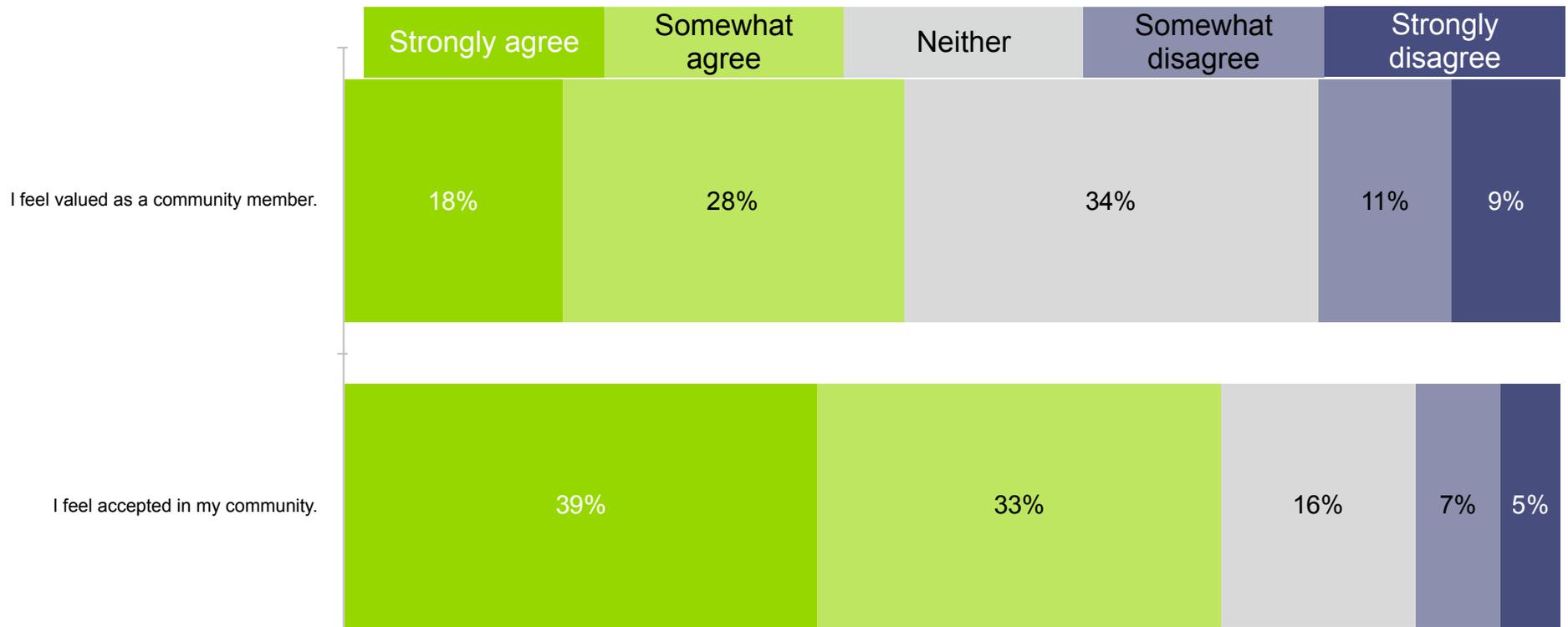


Q: Would you say your community is headed in the right or wrong direction? (n = 631)



# Vast majority feel accepted, perception of value lags behind

Less than half (45%) of respondents feel valued as community members, compared to 20% of respondents that somewhat or strongly disagree that they are valued. However, 72% indicate that they feel accepted in their community.



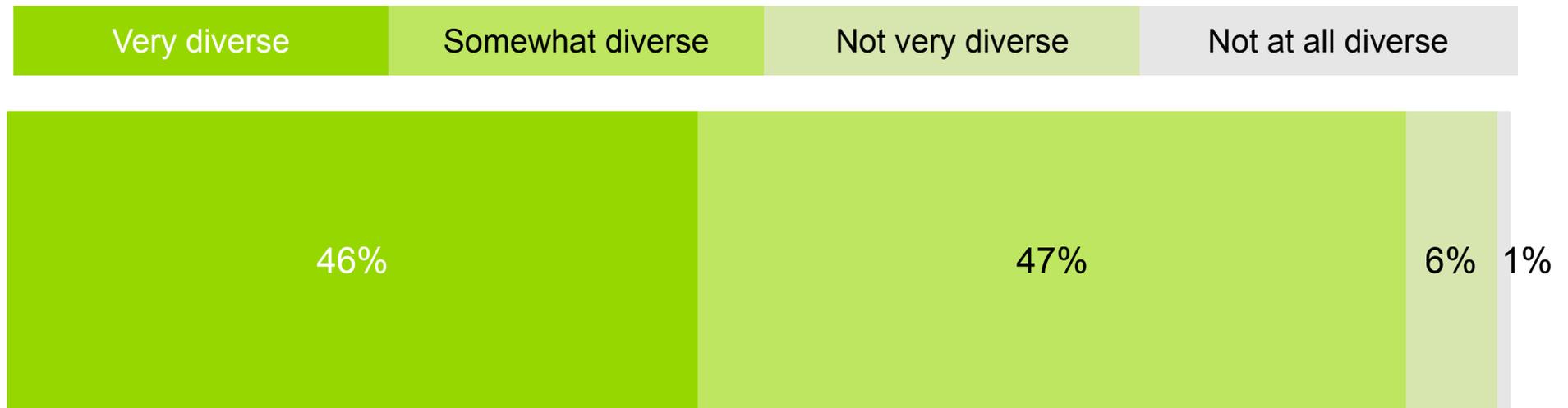
Q: How much do you agree or disagree with the following statement: I feel valued as a community member. (n = 631)

Q: How much do you agree or disagree with the following statement: I feel accepted in my community. (n = 630)



# 93% believe their community is culturally diverse

Only 1% of respondents indicate their community is not at all diverse.

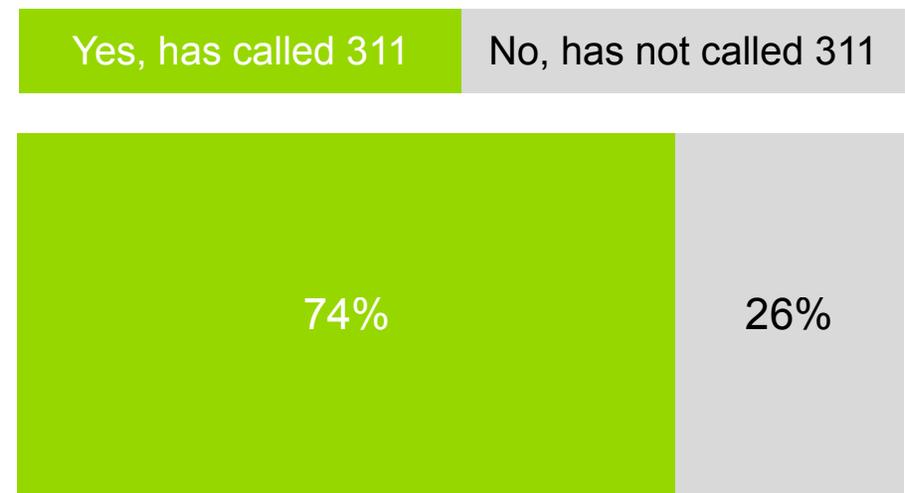
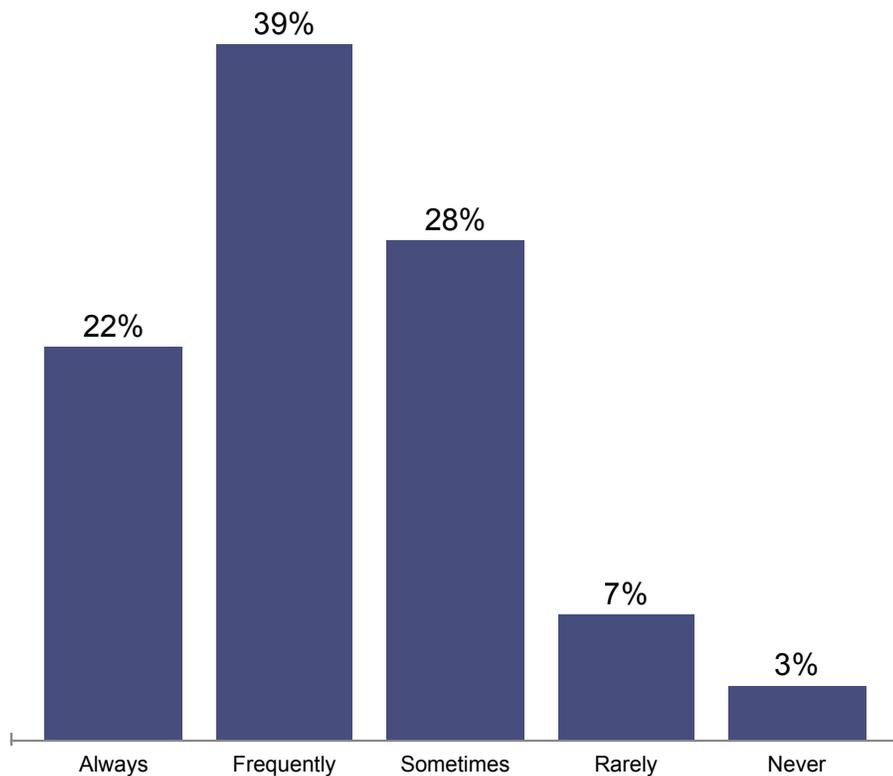


Q: How would you describe the cultural diversity in your community? (n = 631)



# Majority of sample always or frequently feel safe

21% of respondents always feel safe in their community, and 40% say they frequently feel safe. 10% say they rarely or never feel safe. Only a quarter of respondents have not called 311, NYC's information hotline.



Q: Please select the response below that best represents how you feel. I feel safe in my community... (n = 631)

Q: Have you ever called 311, NYC's information hotline? (n = 630)



# Feelings of safety while walking higher during the day

10% of respondents don't feel safe walking around their community during the day, but 39% don't feel safe walking at night. Less than half of respondents believe there is sufficient police presence to keep their community safe. Abandoned buildings are only seen as a problem to a quarter of respondents.

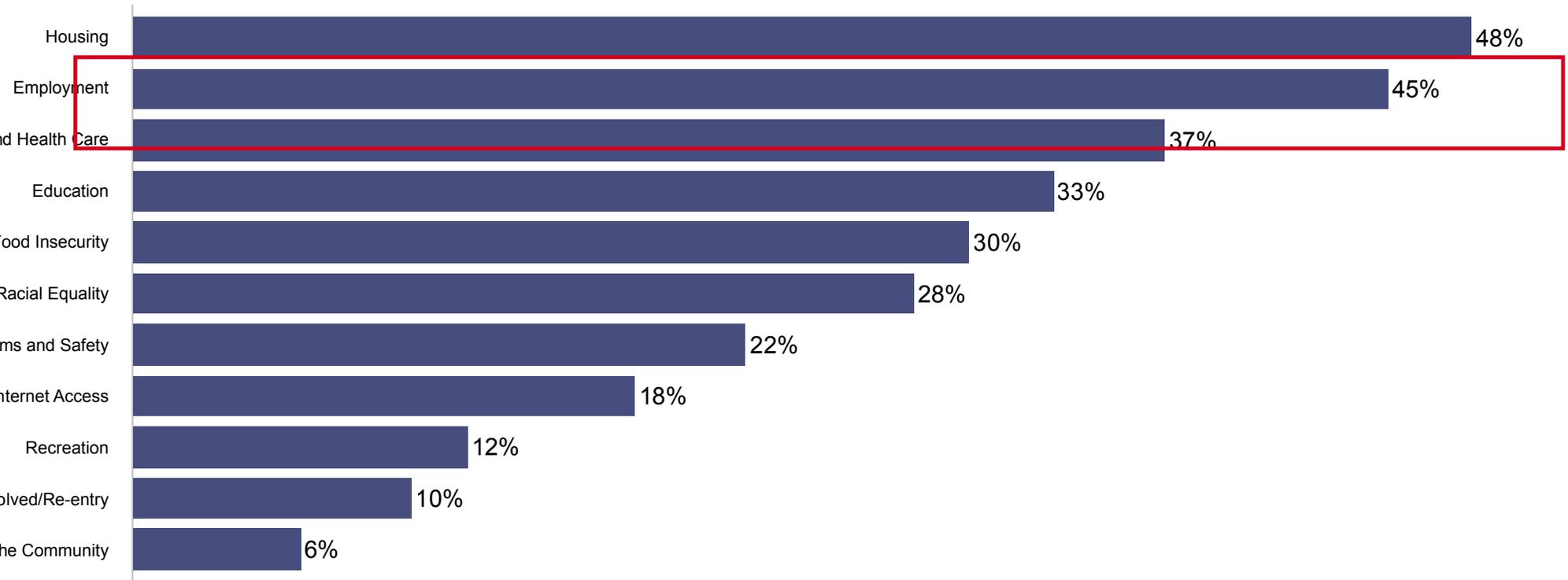


Q: To what extent do you agree or disagree with the following statements? (n = 629-631)



# Housing and employment most important, urgent issues

Health/healthcare, education, food insecurity, and social justice/racial equality are also seen as important and urgent issues by more than a quarter of respondents. Recreation, formerly justice involved/re-entry, and faith were the least important/urgent matters to respondents.



Q: Here is a list of social areas that impact Upper Manhattan's communities. Please select up to 3 areas that you believe are most important and/or urgent to address at this time. (n = 631)

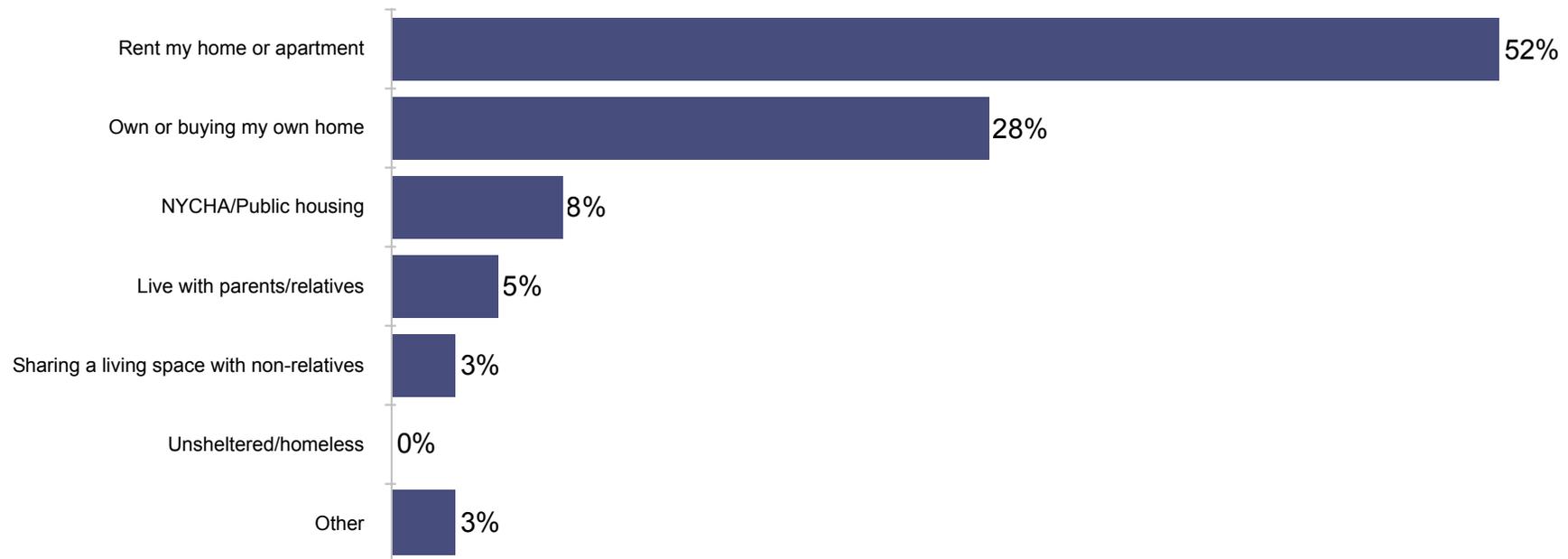


# Housing & Food Security



# Majority of respondents are renters

52% of respondents reported renting their home/apartment. Another 28% reported owning or buying their own home. 8% live in NYCHA/Public housing.

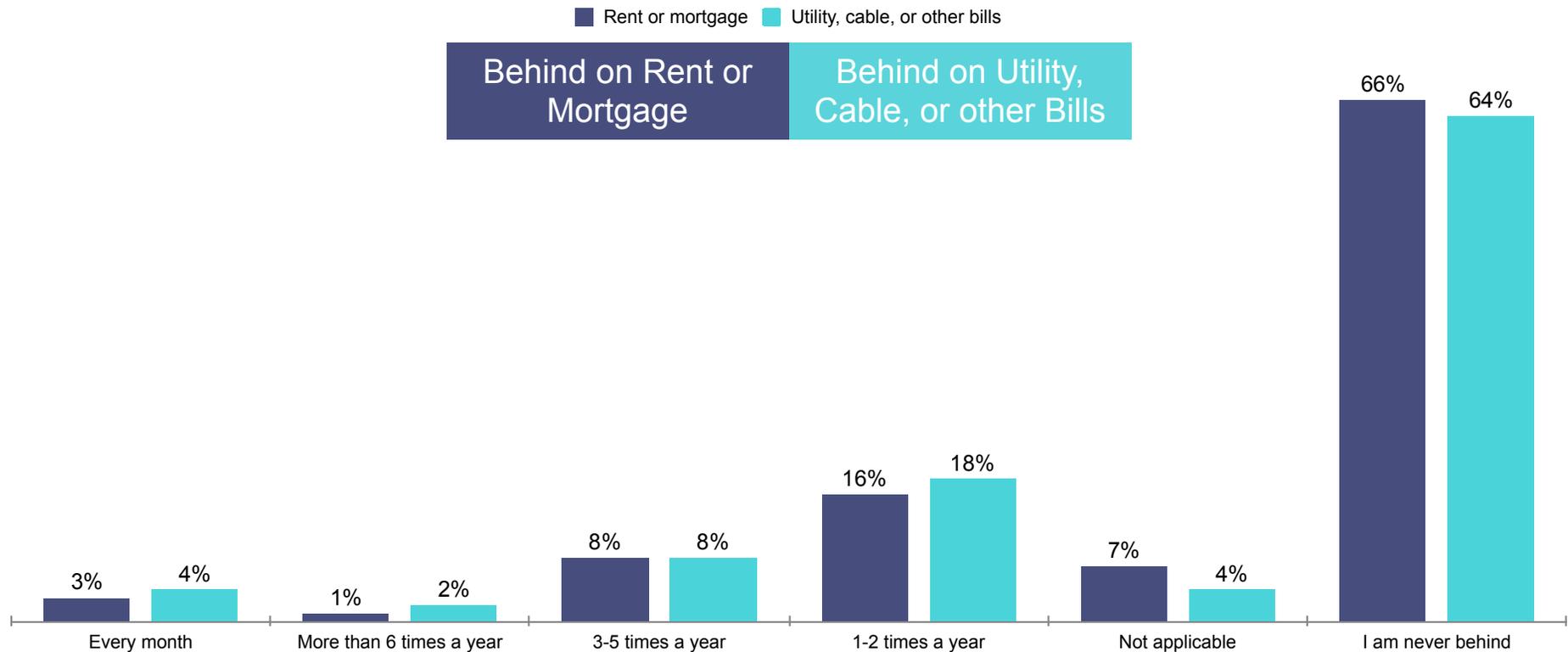


Q: Which of the following best describes your current housing situation? (n = 631)



# 1-in-3 respondents behind on bills at least once a year

Over 65% of respondents claimed that they are never behind on their rent/mortgage while 64% reported never being behind on utilities, cable, or other bills. Less than 5% of respondents are behind on their bills every month.



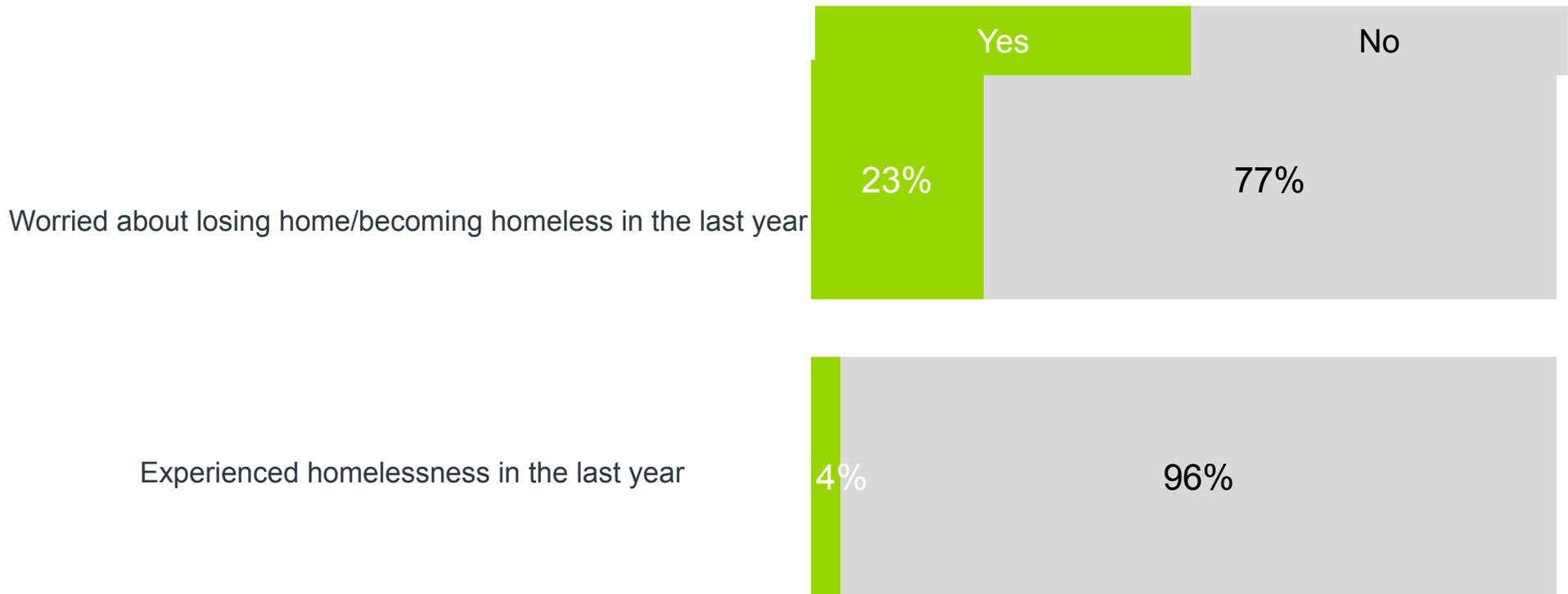
Q: How often, if ever, are you behind on your rent or mortgage? (n = 623)

Q: How often, if ever, are you behind on your utility, cable, or other bills? (n = 621)

# 23% of respondents worried about homelessness within the last year



Within the last year only 3% of respondents experienced homelessness but almost a quarter worried about losing their home or becoming homeless.



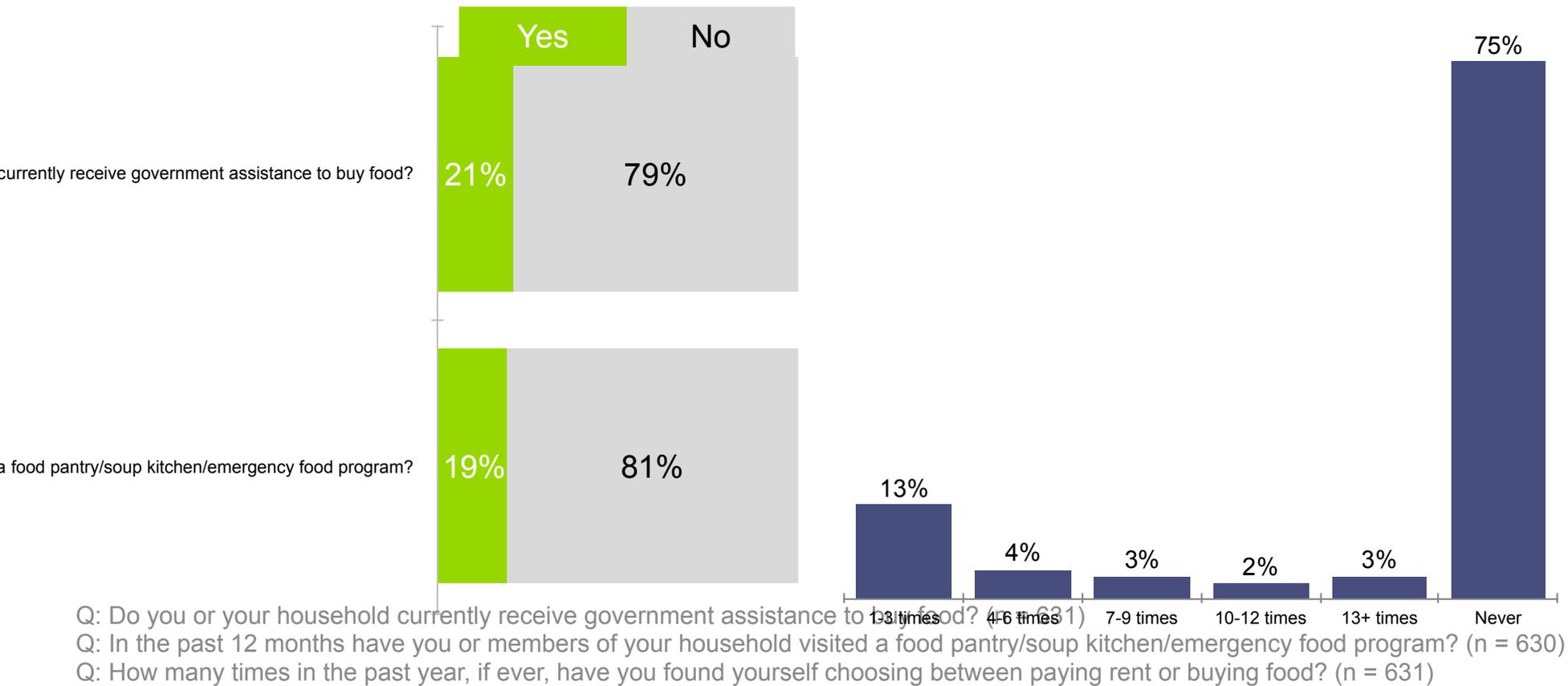
Q: Within the past year have you experienced homelessness? For this assessment, 'homeless' is defined as not having your own place to live, sleeping in a shelter, on a street, or at another public place, or temporarily doubling up in somebody else's home. (n = 631)

Q: Within the past year have you worried about losing your housing or becoming homeless? (n = 631)



# 1-in-5 residents experience food insecurity, and a quarter have had to choose between buying food and paying rent

75% of respondents have never had to choose between buying food or paying rent in the last year, but 20% have had to choose between 1 and 9 times. 21% of respondents receive government assistance to buy food.



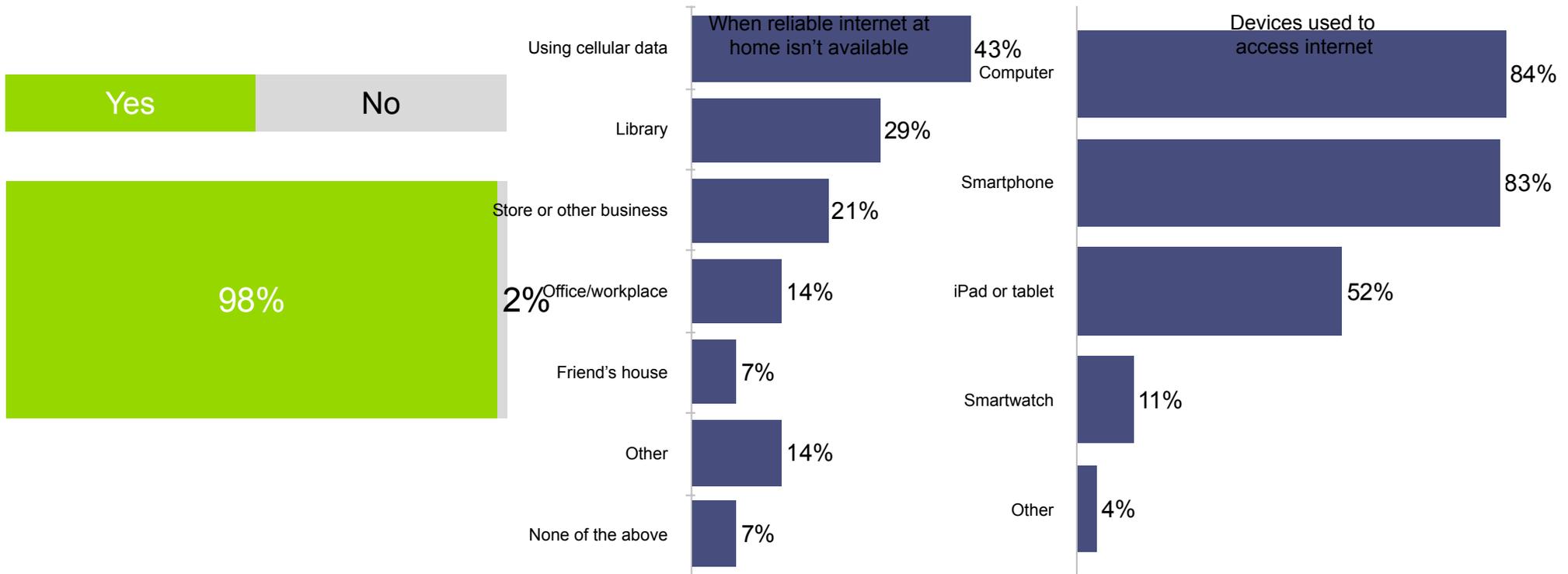


# Technology & Internet access



# Internet access is nearly universal

Nearly all respondents (98%) have internet access at home. The most common way to access the internet is via computer or smartphone. Among those who do not have internet access at home a plurality use cellular data.



Q: Do you have Internet access in your home? (n = 631)

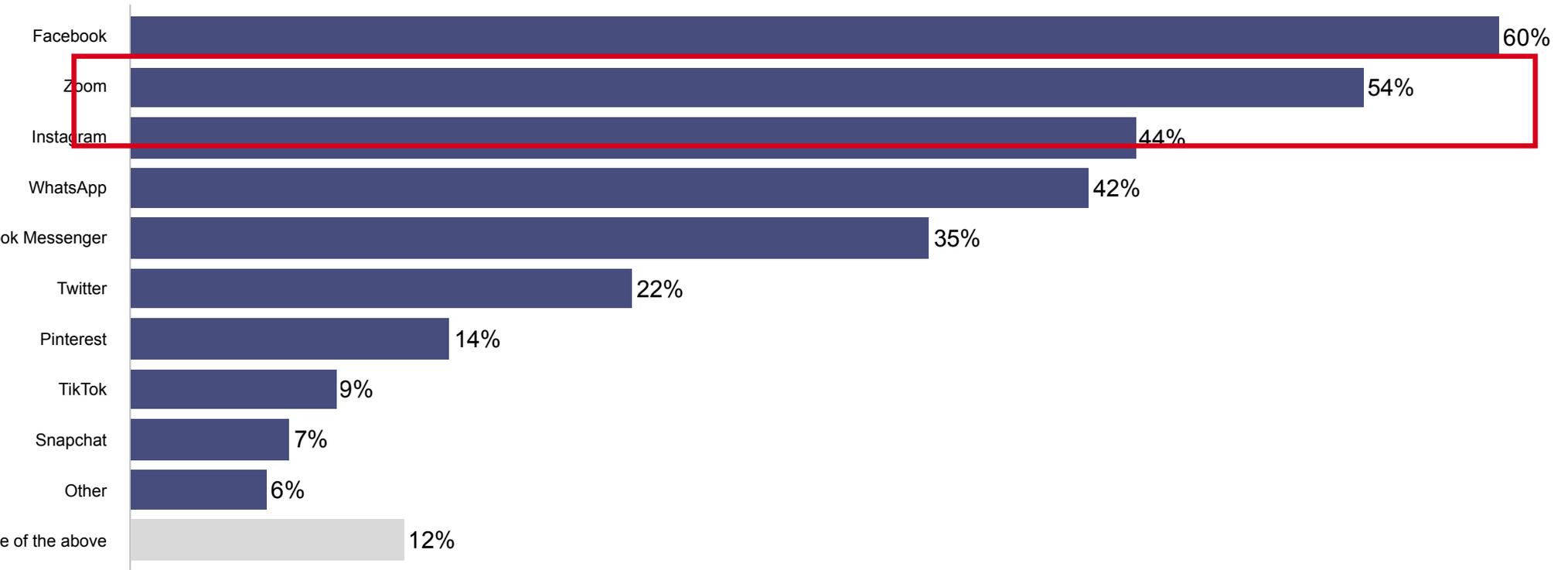
Q: When you don't have a reliable Internet connection at home, where do you go to access the Internet? (n = 14)

Q: Which of the following devices, if any, do you use to access the Internet? Select all that apply.(n = 631)



# Facebook, Zoom most used social media platforms

Over 50% of respondents reported using Zoom on a regular basis, and 60% reported using Facebook regularly. Facebook Messenger, WhatsApp, and Instagram are regularly used by more than 1/3 of respondents. 11% do not use social media platforms.



Q: Which of the following social media platforms, if any, do you use on a regular basis? Select all that apply. (n = 612)

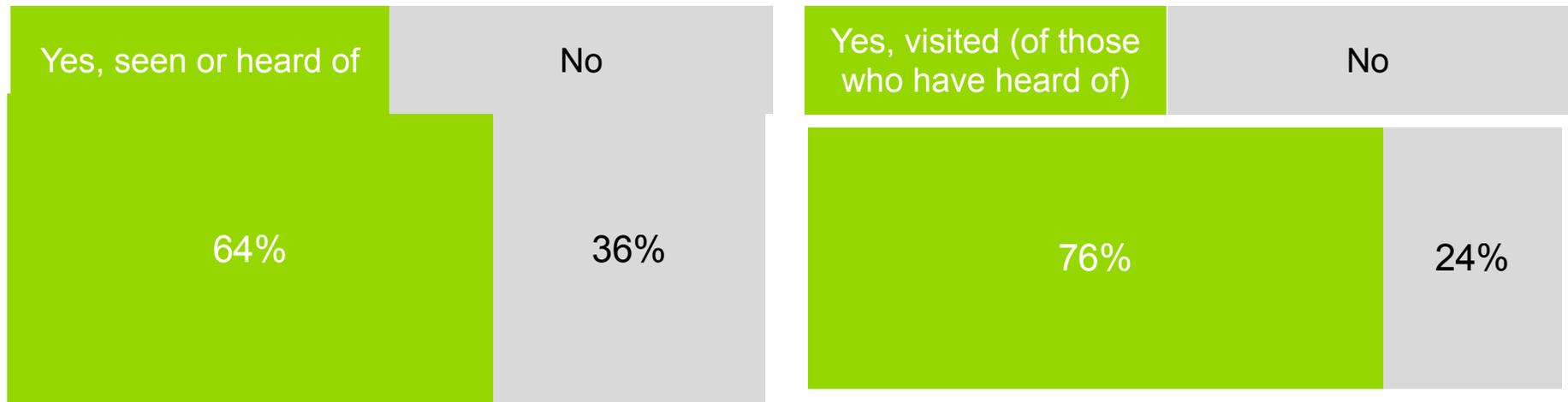


# Riverside Church



# Majority aware of The Riverside Church

64% of respondents have seen or heard of The Riverside Church. Among those who have seen or heard about The Riverside Church, 75% have visited the church.



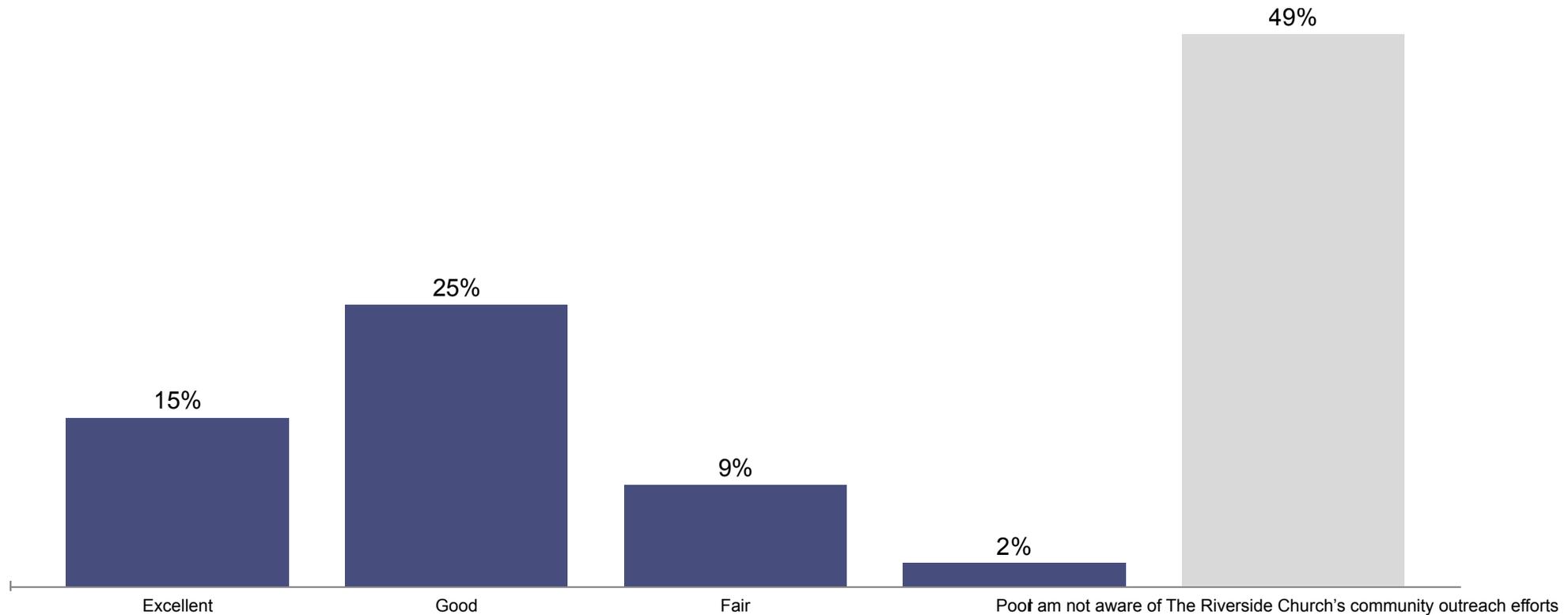
Q: Have you seen or heard anything about The Riverside Church? (n = 631)

Q: Have you ever visited The Riverside Church for any reason, such as to participate in programs, religious services, or events not hosted by The Riverside Church? (n = 403)

# Among those aware of Riverside Church, almost half are unaware of community outreach programs



40% of respondents say The Riverside Church's community outreach efforts are good or excellent. Only 2% think the outreach efforts are poor. 50% of respondents are not aware of The Riverside Church's outreach efforts.

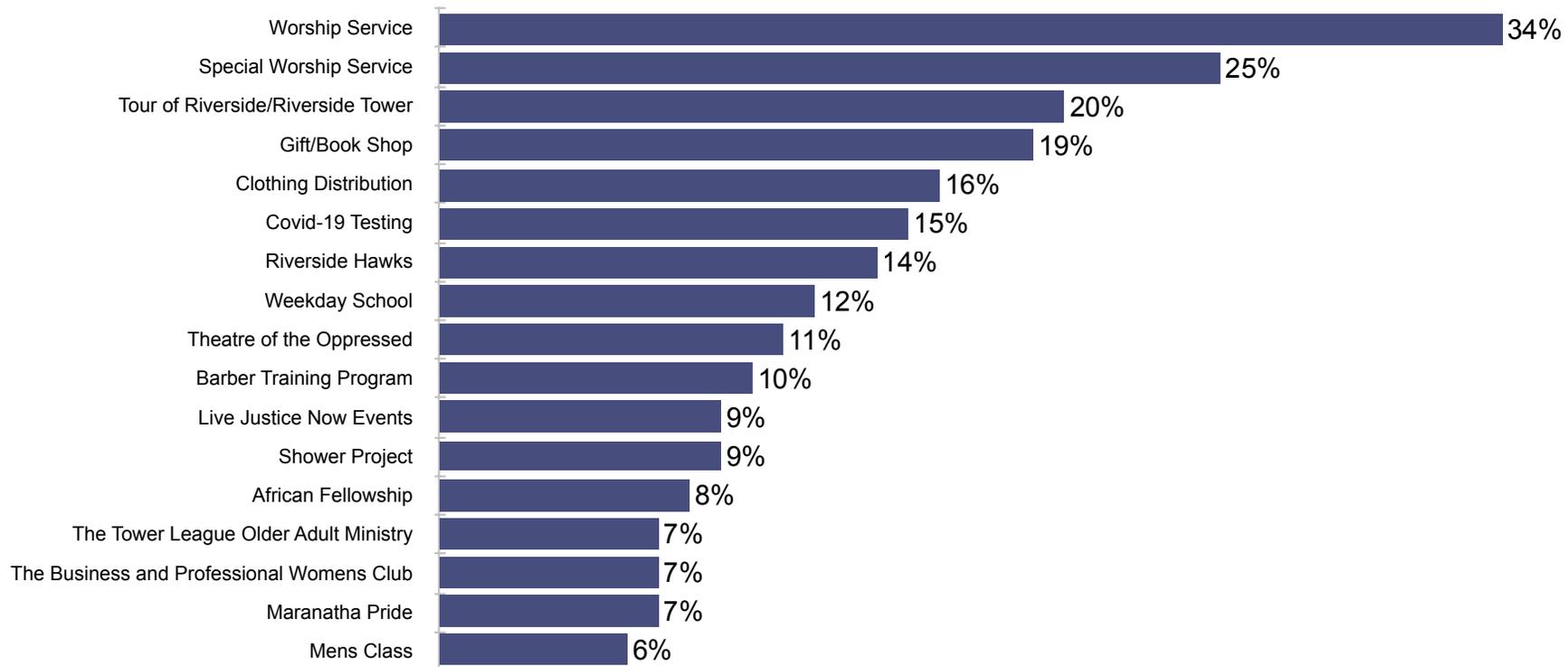


Q: How would you rate The Riverside Church's community outreach efforts? (n = 403)



# Tours/Giftshop are most well known after worship services

Worship Service, Special Worship Service, and the Tour of Riverside/Riverside Tower are The Riverside Church's best-known programs/services. Respondents are least aware of The Tower League Ministry, the Business and Professional Women's Club, Maranatha Pride, and Men's Class.

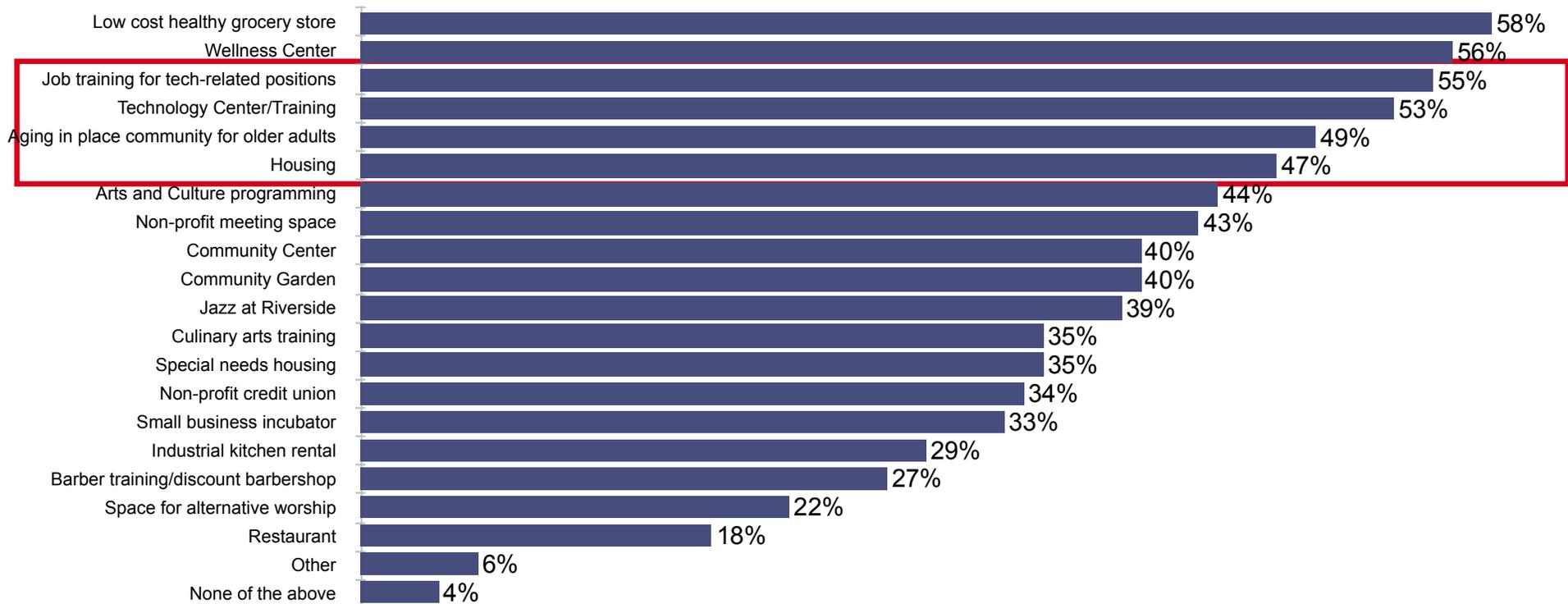


Q: Which of the following The Riverside Church programs/services, if any, are you aware of? (n = 403)

# Grocery, wellness, and technology training would make important community contributions



At least 49% of respondents said that low-cost healthy grocery stores, a wellness center, a technology center with job training, and an aging in place community for older adults would make an important contribution to their community. Respondents are least compelled by restaurants and spaces for alternative worship.



Q: Which, if any, of the following programs would make an important contribution to the community where you live? Select all that apply. (n = 630)

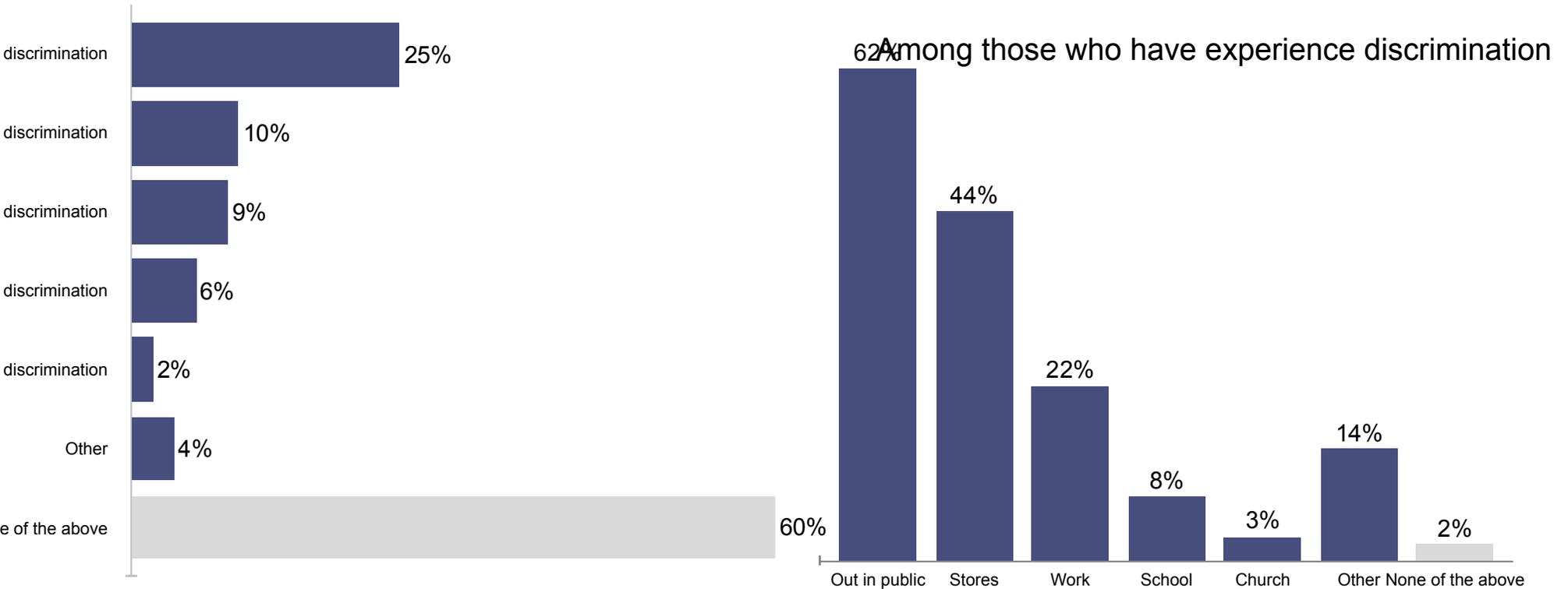


# Social Justice/Equality



# Almost half of respondents have experienced discrimination

24% of respondents have experienced racial discrimination, and 10% have experienced gender discrimination. Among those who have experienced discrimination of any kind, 62% report experiencing discrimination out in public while 44% report discrimination in stores and 22% at work.



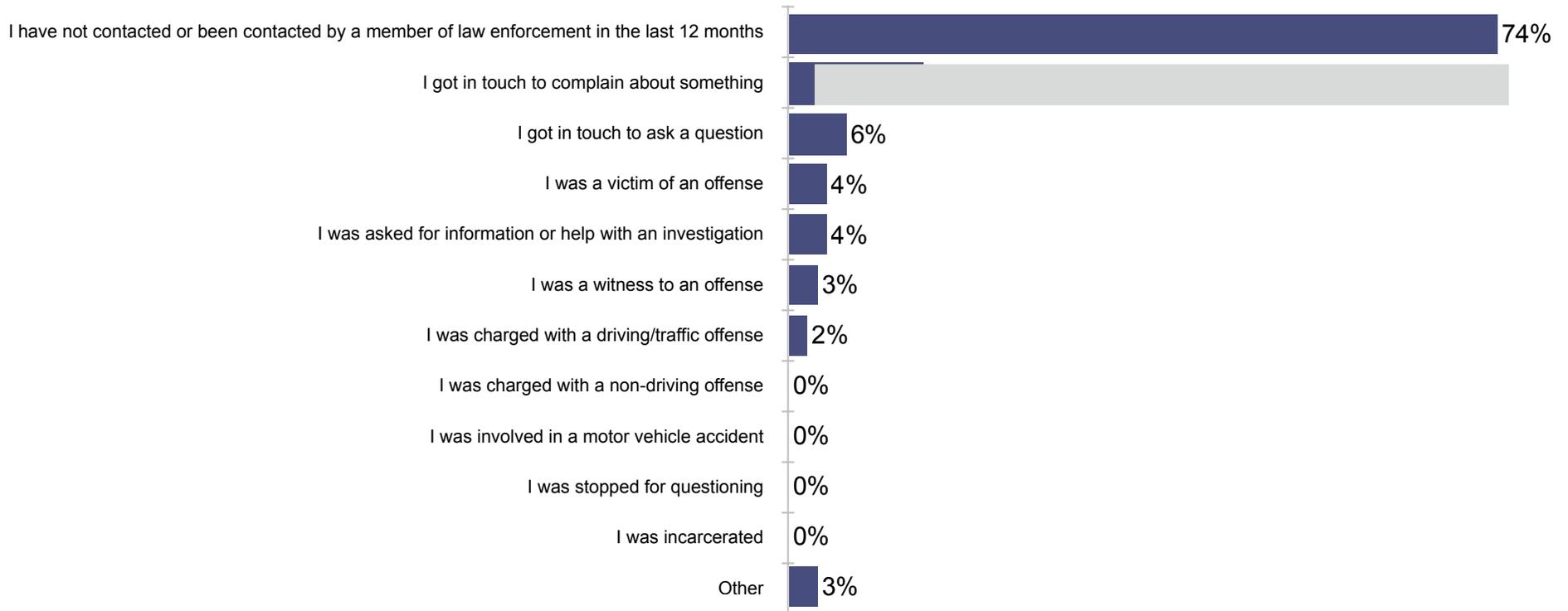
Q: Have you experienced discrimination in your community? Select all that apply. (n = 630)

Q: In which of the following settings, if any, have you experienced discrimination? Select all that apply. (n = 239)

# Complaints/questions top reasons to contact law-enforcement



74% of respondents have not been in contact with police in the last 12 months. Less than 5% of respondents reported being in contact with police as a victim or witness of an offense or as a participant in an investigation.

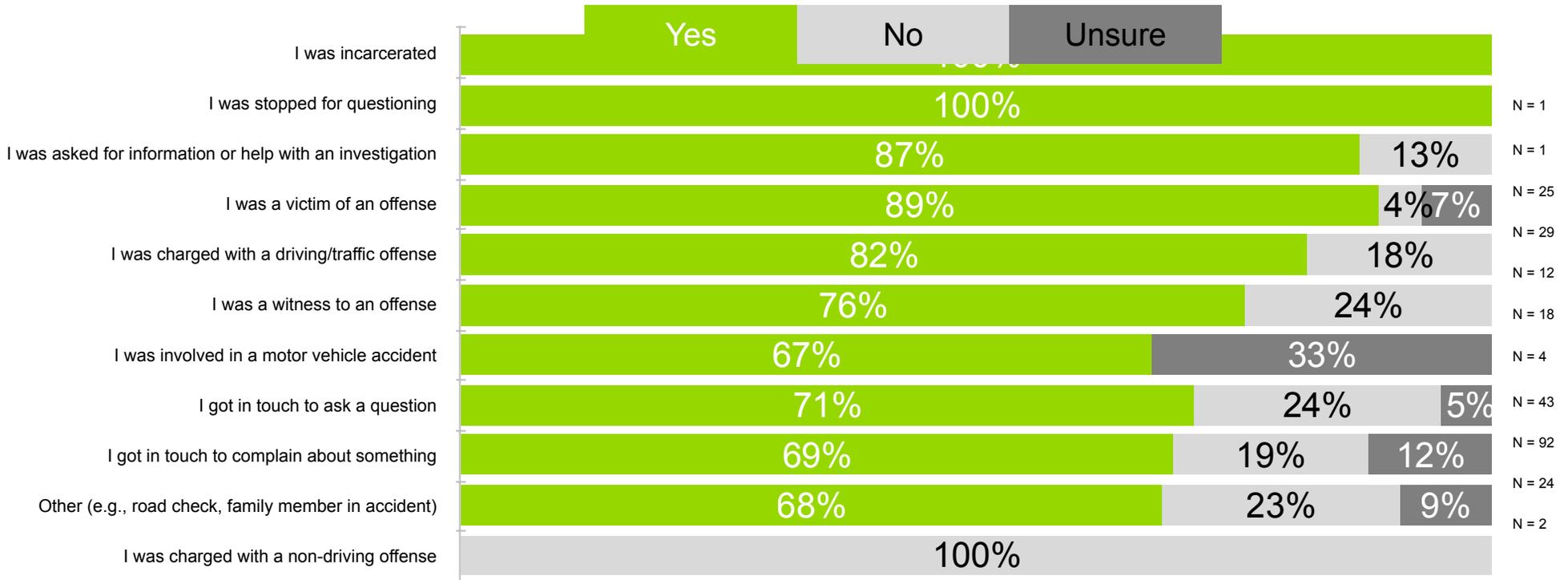


Q: Have you contacted or been contacted by a member of law enforcement for any of the reasons below in the past 12 months? Select all that apply. (n = 631)



# Law-enforcement interactions are typically seen as fair

Both respondents charged with non-driving offenses do not feel that they were treated fairly. However, both respondents who were either incarcerated or stopped for questioning reported being treated fairly. In all other cases over 60% of respondents reported being treated fairly.

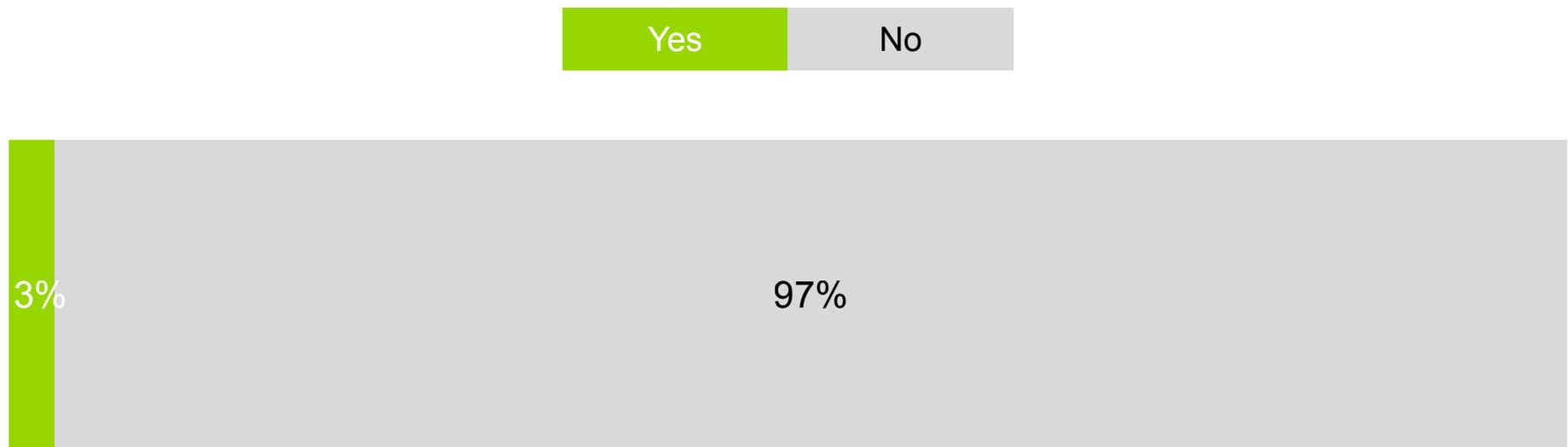


Q: Thinking about the interactions you have had in the last 12 months with your local law enforcement, do you feel you were treated fairly...?  
(n = 164)



# Only 2% of respondents are recent immigrants

Only 2% of respondents or members of their household have immigrated to the United States within the past 5 years.



Q: Have you or members of your household immigrated to the United States within the past 5 years? (n = 631)

# Majority uncertain about adequacy of programs for the elderly



26% of respondents think there are adequate resources or programs to help elderly members of the community, while 15% do not.



Q: Are there adequate resources or programs to help elderly members of your community receive services like transportation, health care, meals, or recreation activities? (n = 630)

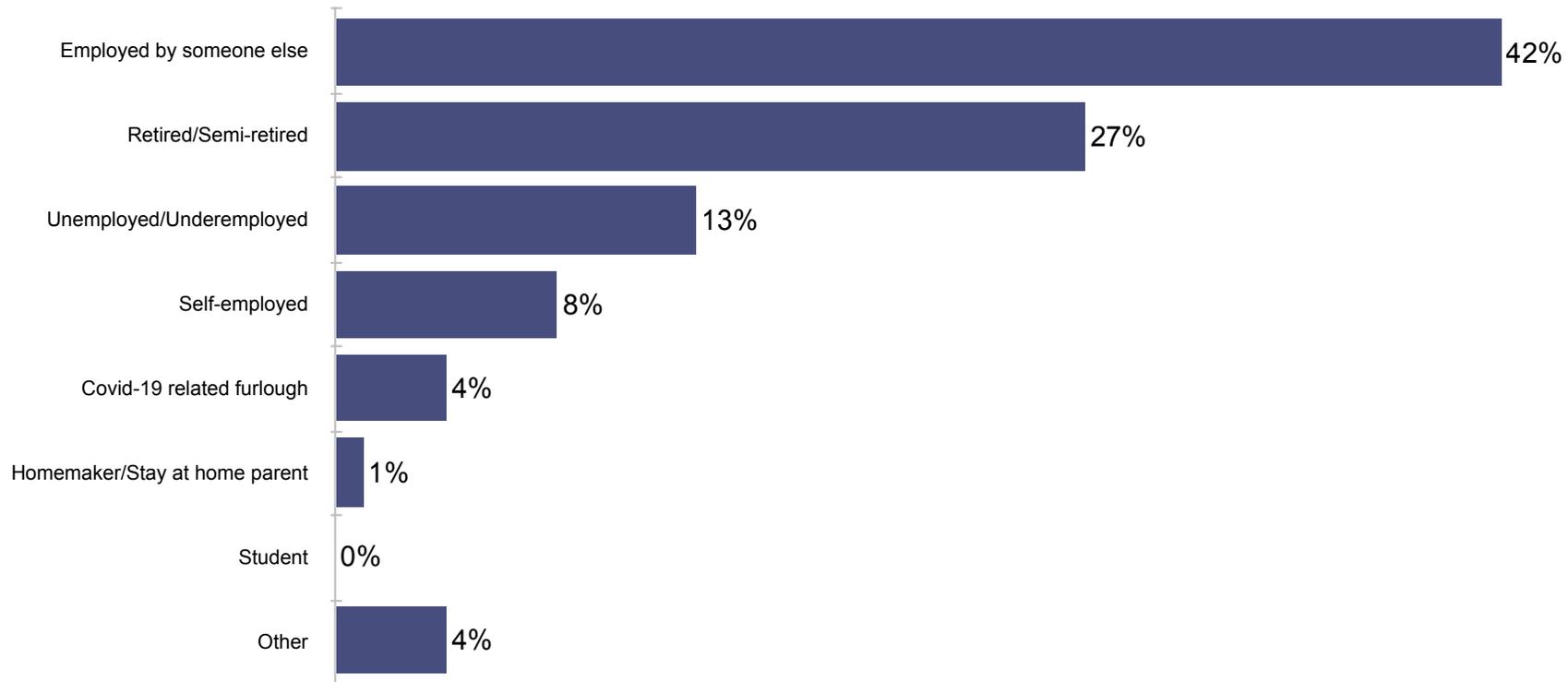


# Employment



# 13% of respondents are unemployed or underemployed

It is most common for respondents to be employed by someone else (42%).

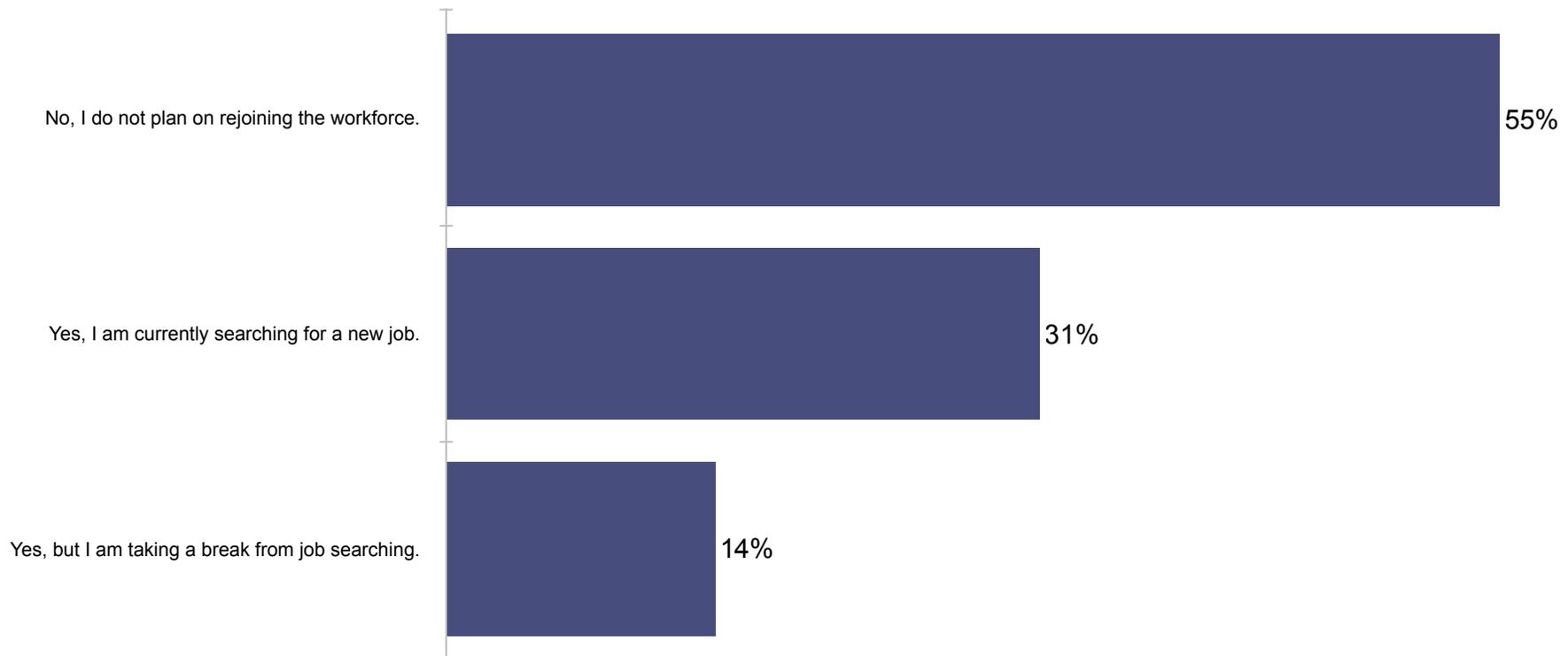


Q: What is your current employment status? (n = 631)

# Among those not employed full time, over half do not plan on returning to the workforce



A third of respondents who are not employed full time are actively seeking a new job. 14% are taking a break from job searching.

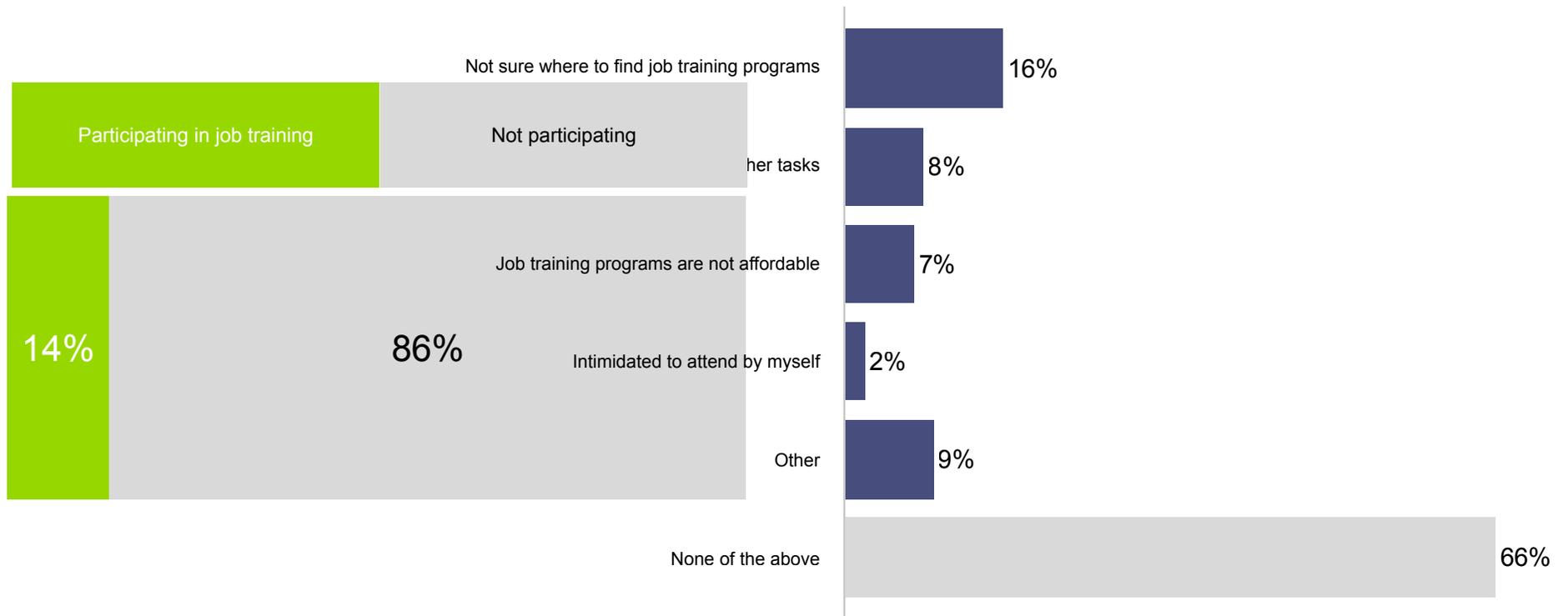


Q: Do you plan on returning to the workforce? (n = 318)



# Few participants are participating in job training

Not knowing where to find training programs is the number one obstacle respondents encounter when finding job training opportunities.



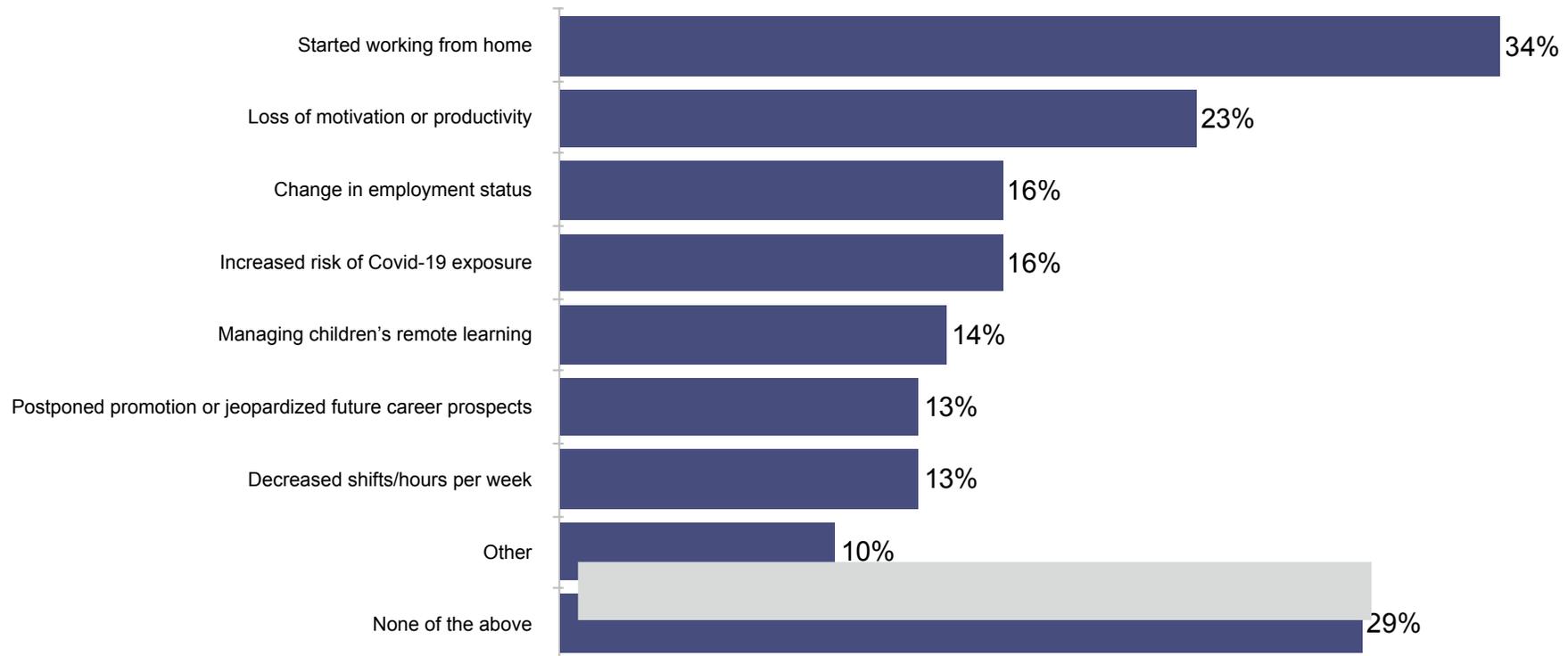
Q: Have you participated in any job training opportunities? (n = 630)

Q: Which of the following obstacles, if any, have you encountered in finding job training opportunities? Select all that apply. (n = 630)



# Covid's most common impact – starting to work from home

Loss of motivation or productivity was the second most common impact Covid-19 had on community members' employment. Another 16% had a change in employment due to Covid. Almost a third didn't see any employment impacts.



Q: In which of the following ways, if any, has Covid-19 impacted your employment? Select all that apply. (n = 631)



Job training and programs, affordable housing, and job fairs/opportunities are highlighted

Community resources, education, community centers, employment agencies, and job counseling are also top mentions.



Q: In your opinion, what community resources are needed in your community in regards to employment? (n = 491)

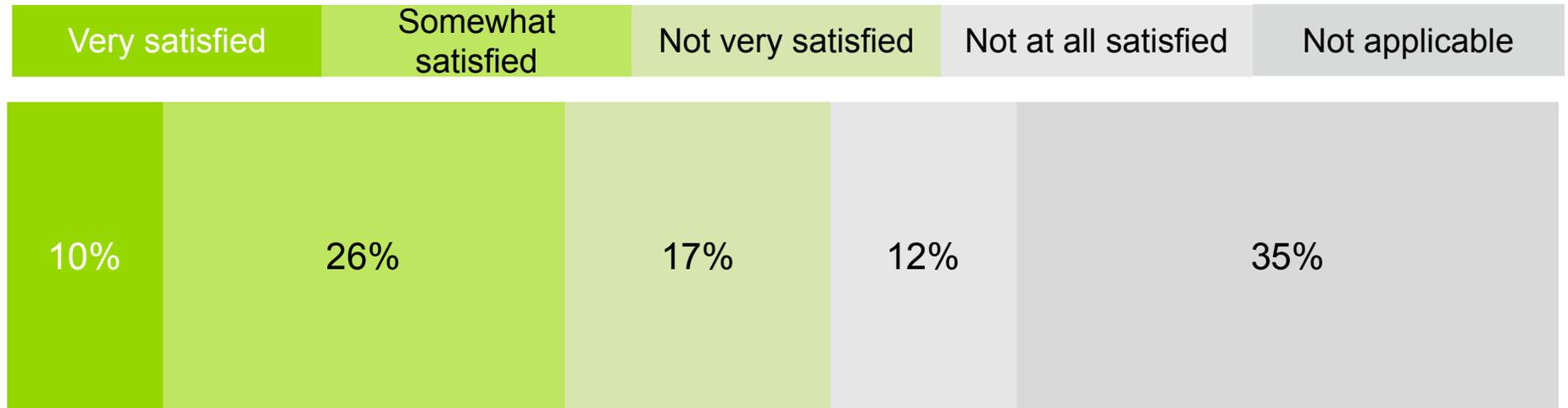


# Education and Caregiving



# Views on education quality are very split

While the quality of education in the community isn't applicable to 35% of respondents, 37% are at least somewhat satisfied. 29% express unsatisfied sentiments.

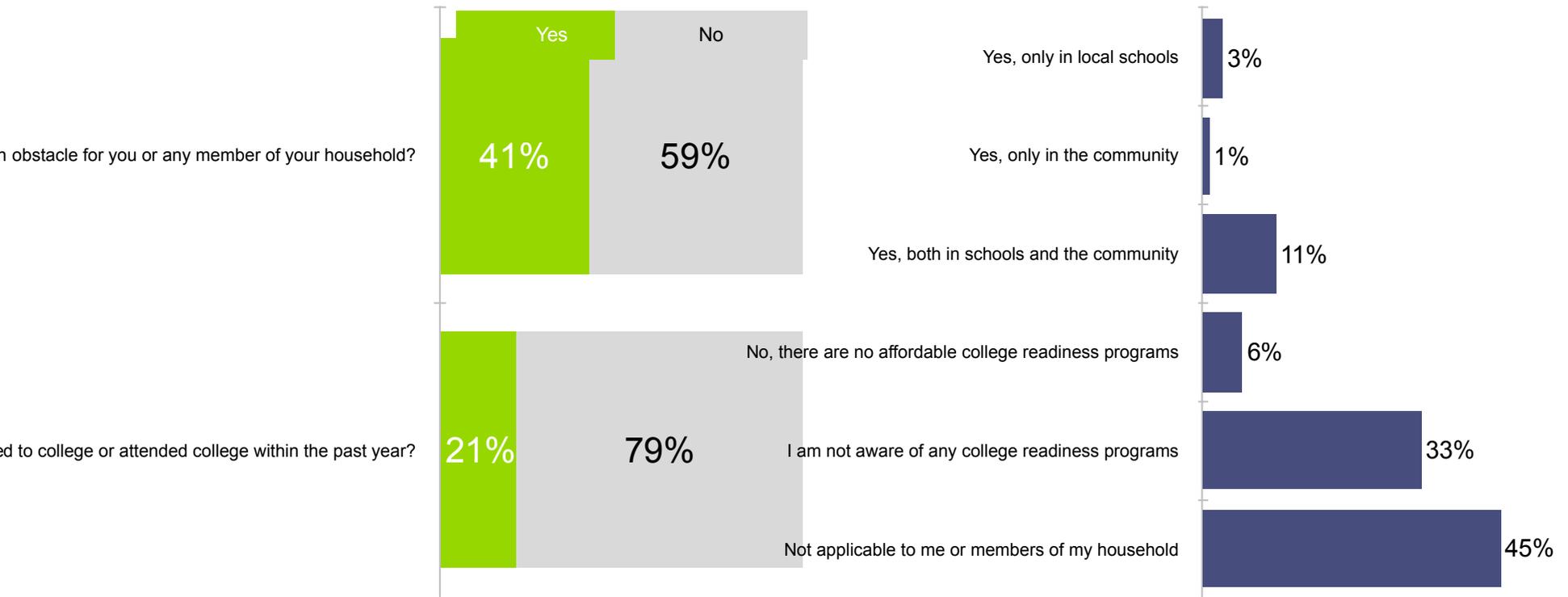


Q: How satisfied are you with the quality of education in your community? (n = 630)



# Cost of college is an obstacle for almost half of respondents

60% of respondents for whom college readiness programs are relevant are not aware of any such programs in the community.



Q: Is the cost of college tuition an obstacle for you or any member of your household? (n = 621)

Q: Are there accessible, affordable college readiness programs in your community or schools? (n = 630)

Q: Have you or members of your household applied to college or attended college in the past year? (n = 630)

# Fewer than half of respondent's report availability of high-quality programs listed for children or families



Daycare for children ages 0-3 is rated as the least available high-quality program in the community.

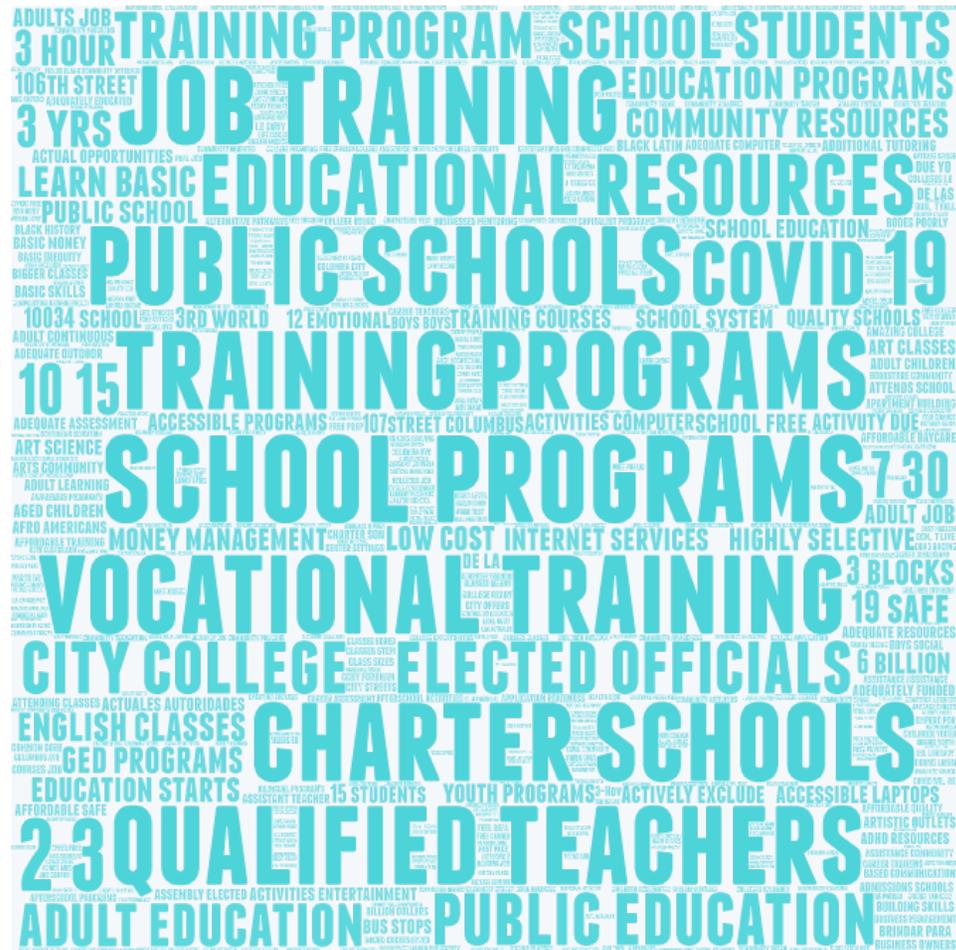


Q: For your local community, how would you rate the availability of the high quality programs in the following areas? (n = 626)



Job/vocational training, extra programs, and qualified teachers stand out as important resources

Charter schools, public schools, adult education, and other educational resources are other top word pairs mentioned



Q: In your opinion, what community resources are needed in your community in regards to education? (n = 464)

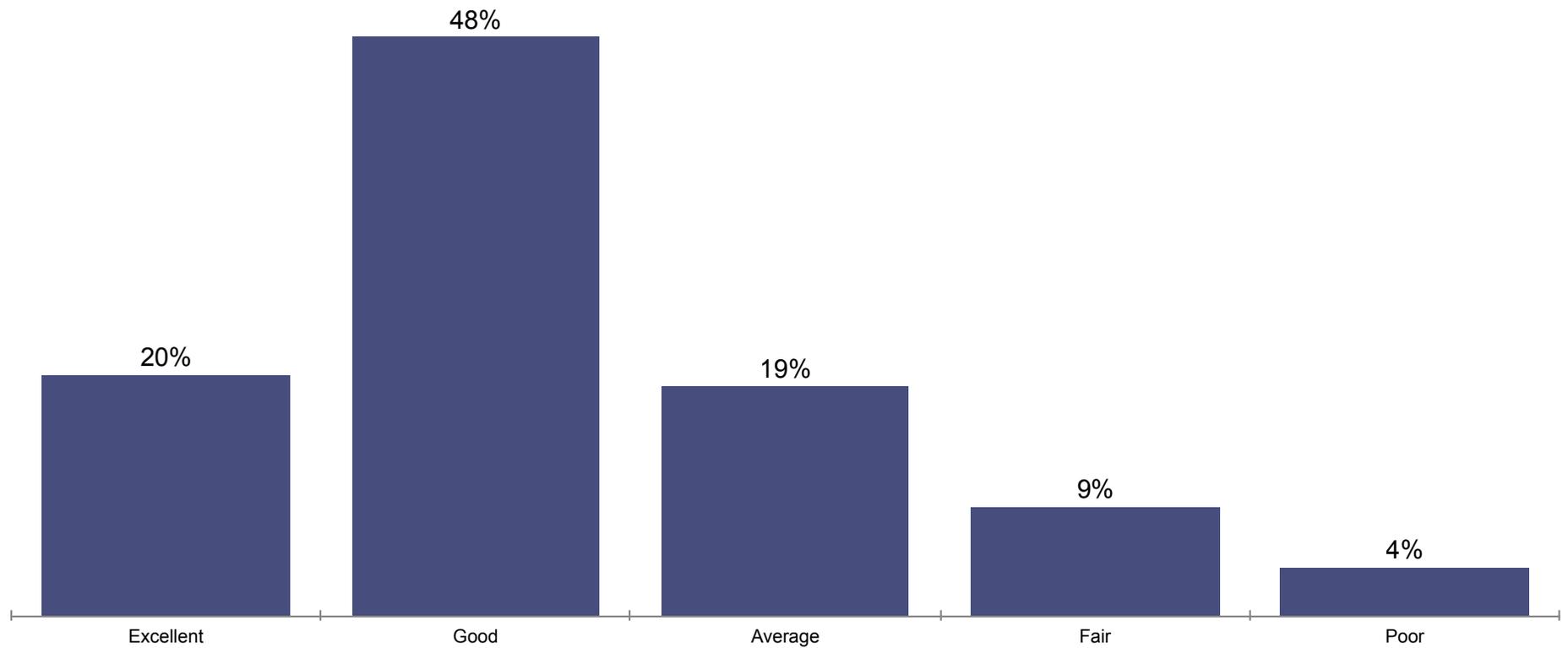


# Health and Healthcare



# 69% say health in general is good or excellent

Only 4% say their health in general is poor. 19% report average health.

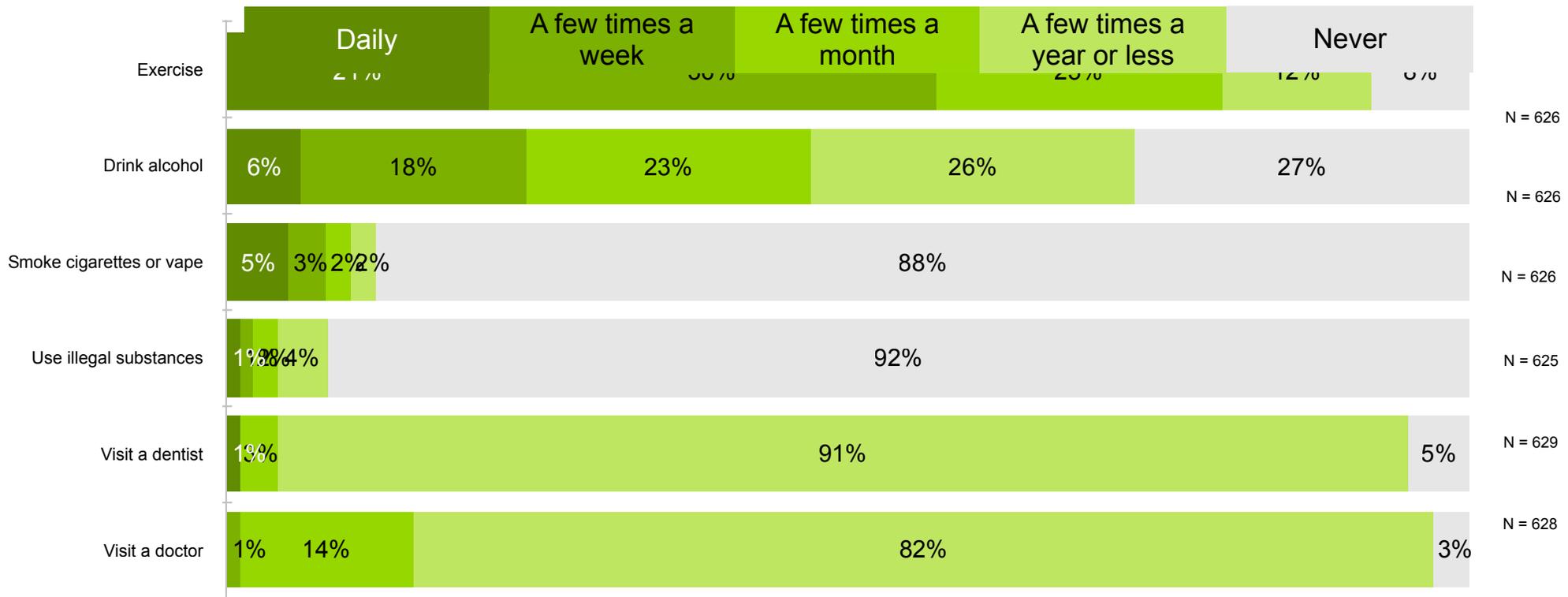


Q: Would you say your health in general is: (n = 631)



# Over half of respondents exercise weekly or more often

Visiting a doctor and dentist are most frequently done a few times a year or less. 88% of respondents have never smoked, with 91% never using illegal substances and 75% less than weekly.

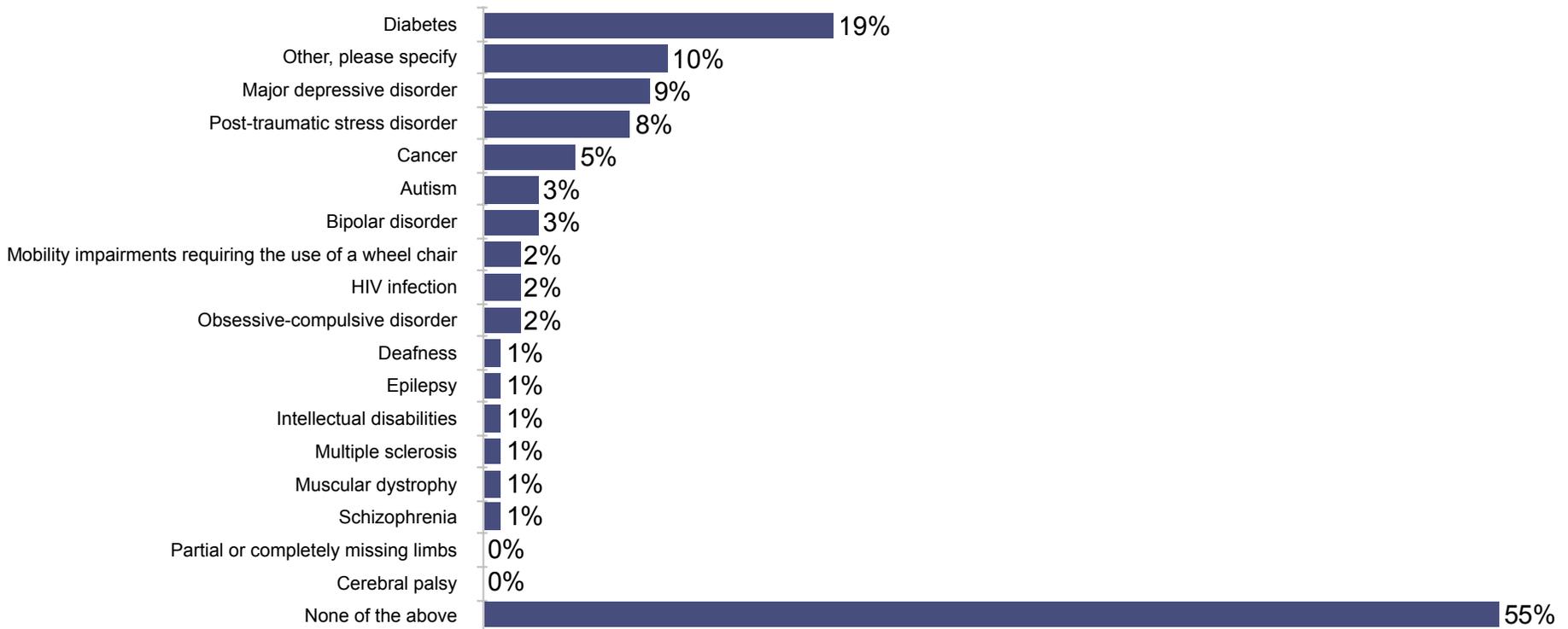


Q: How often do you participate in the following?



# Diabetes is most common long-term health condition

55% of respondents have no long-term medical conditions in their households. Major depressive disorder and PTSD are among the top conditions that respondents or members of their households are experiencing.

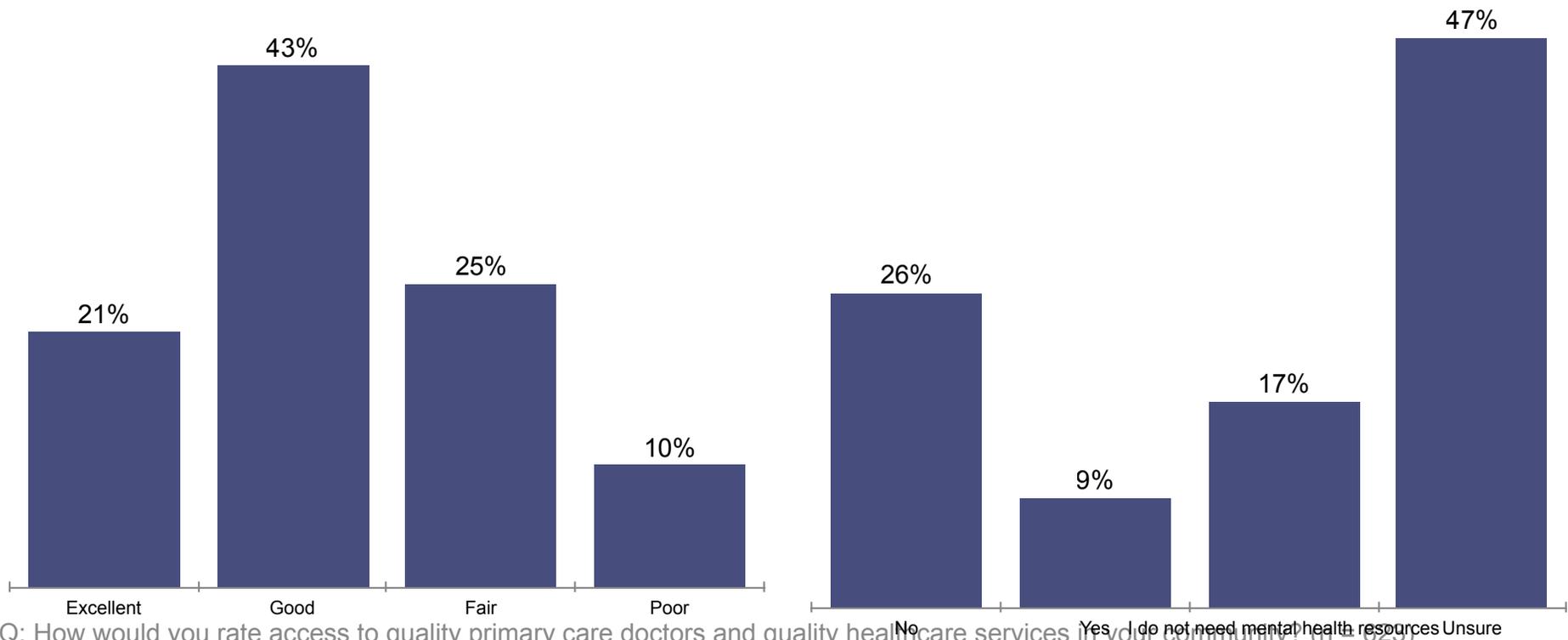


Q: Do you or members of your household have any of the following conditions that have lasted, or are likely to last, for six months or more?  
Select all that apply. (n = 631)



# Many unsure about availability of mental health resources

Access to quality primary care doctors and healthcare services are mainly rated as good/excellent with a combined 64% of respondents selecting these options. A quarter of respondents say adequate mental health resources are not available.



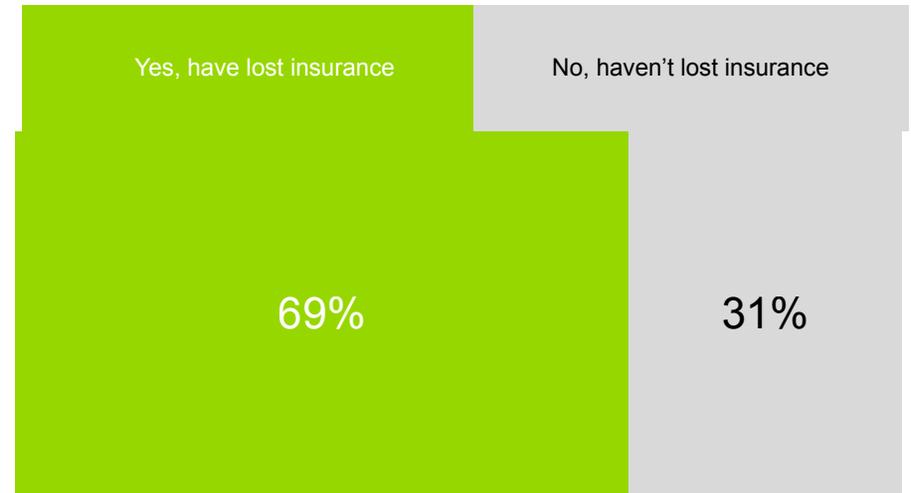
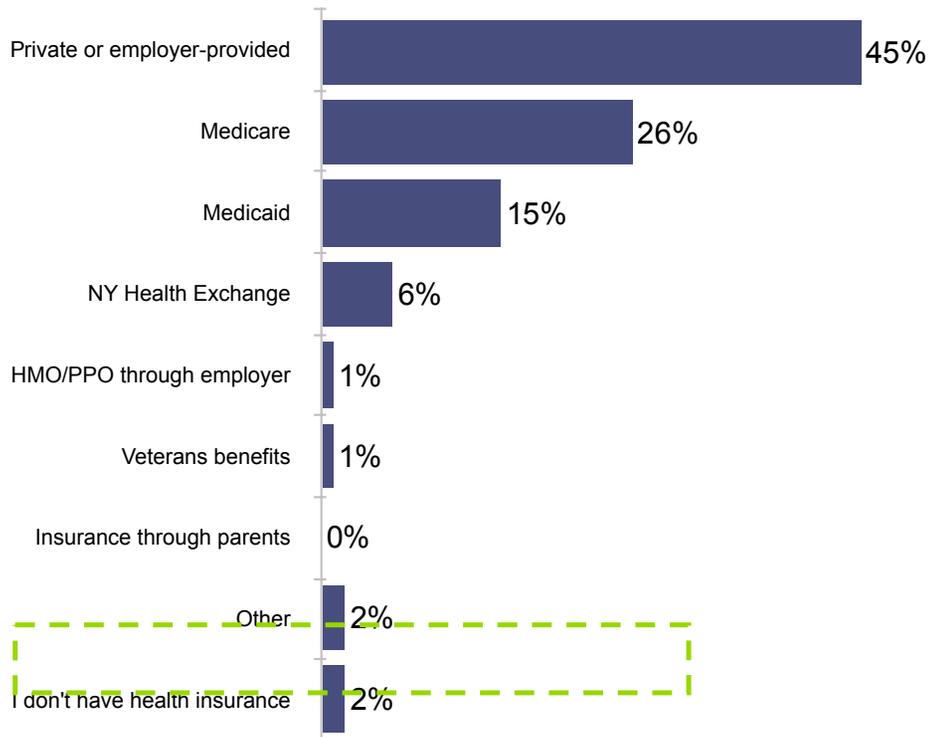
Q: How would you rate access to quality primary care doctors and quality healthcare services in your community? (n = 629)

Q: In your opinion, are there adequate mental health resources available in your community? (n = 631)



# Private or employer provided insurance most common

Just under half of respondents (45%) are insured through private or employer-provided insurance, a quarter are using Medicare, and 15% indicate using Medicaid. Among the 2% of respondents who are uninsured, a little over two thirds have lost coverage in the past twelve months.



Q: Which best describes your current health insurance? (n = 630)

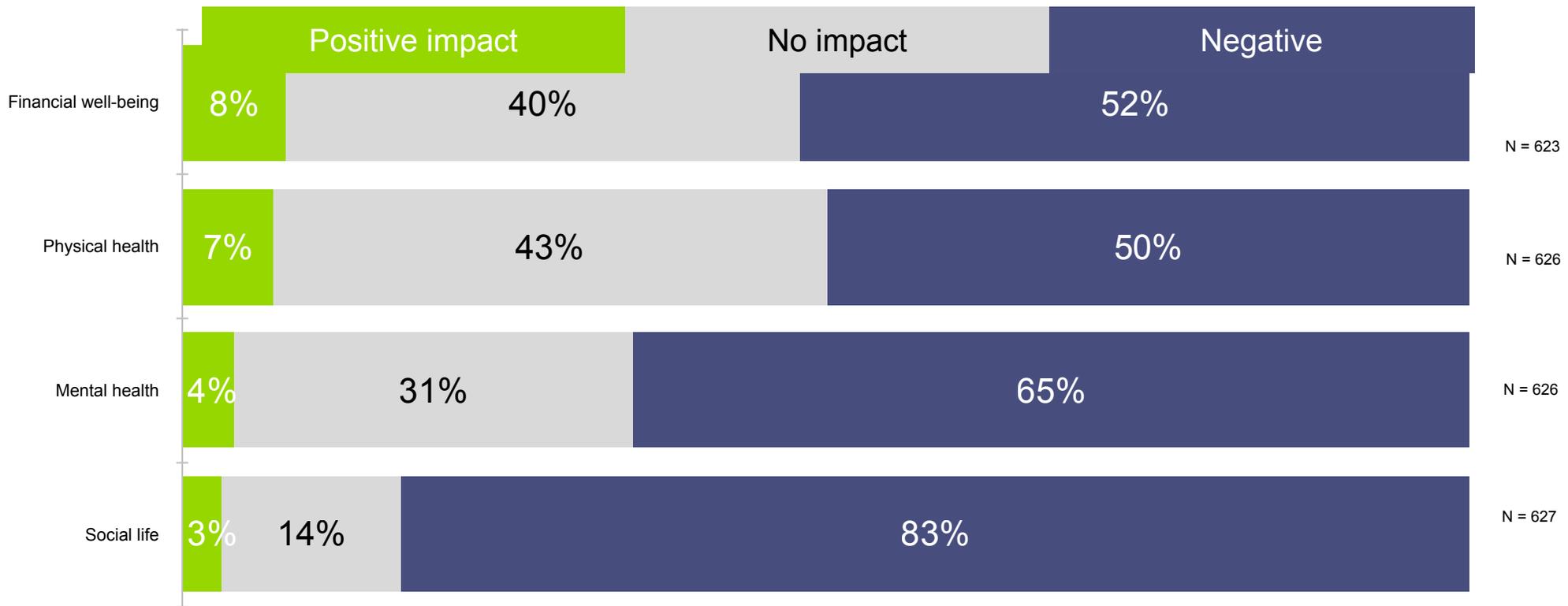
Q: Have you lost health insurance coverage within the past 12 months? (n = 13)

*\*Only asked of those who do not have health insurance. Results are shown above, but do not have sufficient sample to have statistical significance*



# Covid-19 has negatively impacted community members

Social life and mental health are the two most heavily impacted areas from coronavirus.



Q: Would you say the coronavirus has had a positive impact, a negative impact, or no impact on your...?



# Mental health issues, the Allen pavilion, urgent care, and general healthcare top word pairs

Health insurance, health clinics, facilities, city MD, and costs are other areas of focus for respondents.



Q: In your opinion, what community resources are needed in your community in regards to health and healthcare? (n = 436)

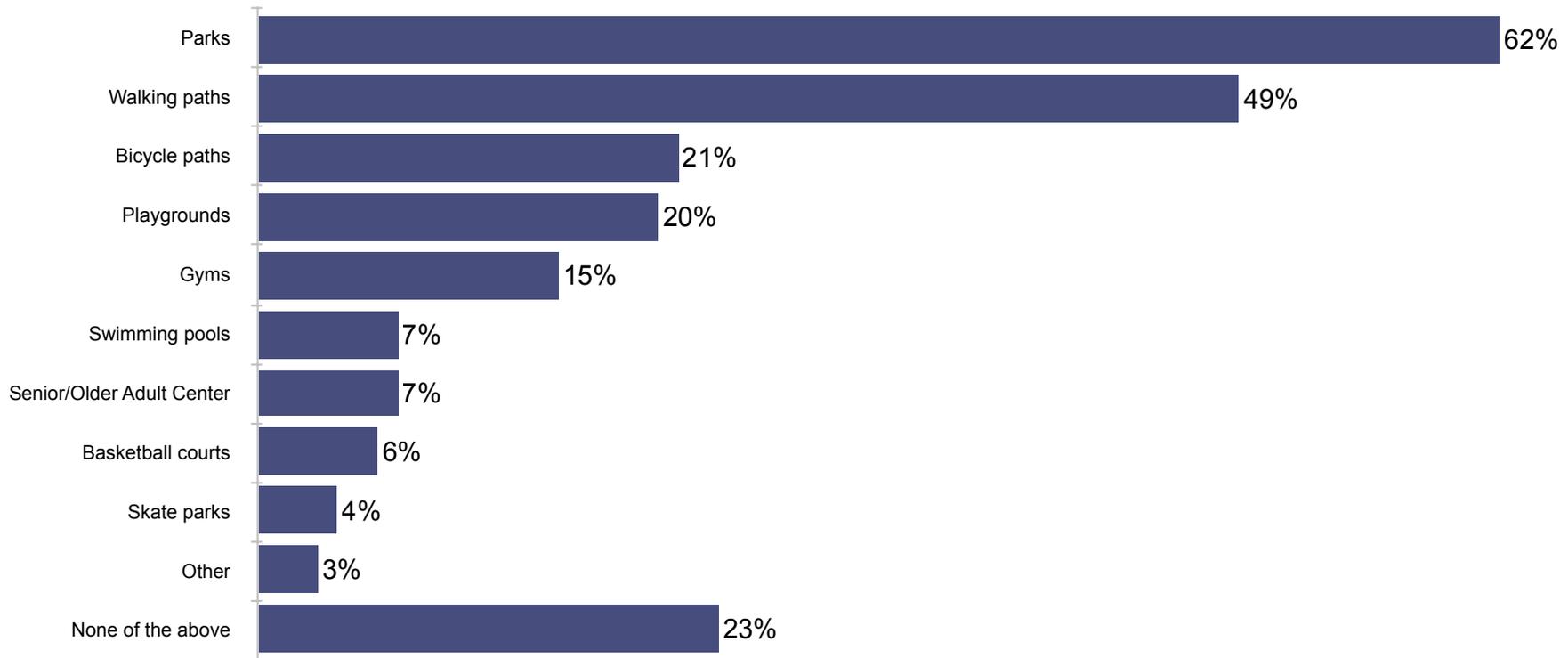


# Recreation



# Parks and walking paths most used community rec facilities

Nearly a quarter of respondents didn't use community recreation facilities in the last year.



Q: Which of the following community recreation facilities, if any, have you used in the past 12 months? Select all that apply. (n = 630)



Bike lanes and paths, swimming pools, rec centers, school programs, and gyms are the top word pairs

Green spaces, dog parks, community facilities, affordability, and clean areas are other important facilities the community sees need of.



Q: In your opinion, what community facilities does your community need more of? (n = 427)