

FINAL REPORT

**DATA COLLECTION AND ANALYSIS
FOR THE
COMMUNITY OF SOUTH BETHLEHEM
(A SOUTHSIDE COMMUNITY ORGANIZING
PROJECT)**

**by
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Implemented in South Bethlehem, Pennsylvania

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Abstract

This project, “Data Analysis and Collection/A Southside Community Organizing Project”, is a Listening Project designed to organize the community of South Bethlehem by bringing people together in listening focus groups, door-to-door listening surveys, and other types of listening approaches. Listening projects collect data while at the same time mobilizing people to take action with regard to common concerns. The project originally started with the pure idea of collecting unknown data with a more traditional survey method; but as the project evolved and more was learned about the community, the listening project evolved. At this time parts of the project are still in developing stages. It is not a finished project. The main outcomes of this project at present are the proliferation of a number of organizations who are all trying to do something to save the Southside.

Summary

Target Community

The target community consists of all people living in the community of South Bethlehem and some of the people living in Fountain Hill, which is right next to south Bethlehem to the west and blends in with the South Bethlehem community. There are approximately 40 nationalities represented by this community. The main ethnic groups are Puerto Rican, Portuguese, African American, Asian American, and Eastern Europeans such as Windish, Polish, Hungarian, and Czechoslovakian. South Bethlehem and Fountain Hill combined are an approximate population of 28,000. The City of Bethlehem which is home to South Bethlehem has an approximate population of 80,000.

The target community is located in the southernmost part of the City of Bethlehem between South Mountain (part of the Blue Mountains) and the Little Lehigh River. Bethlehem Steel is located on the Little Lehigh and continues further south up to Rt. 412 or 4th street or the 4th street corridor which is the main street in South Bethlehem. Three bridges connect the city of Bethlehem to South Bethlehem. They are the Minsi Trail Bridge, the Fahey Street Bridge, and the Hill-to-Hill Bridge. You can get to South Bethlehem by way of Rt. 22 to 378 or Rt. 78 to 412 (main roads to the Southside).

Problem Statement

If no solution is found to the disenfranchisement of the citizenry of South Bethlehem caused by the political machinations of the City of Bethlehem, Bethlehem Steel, and Lehigh University and non-community participation by South Bethlehem residents; then South Bethlehem will continue to deteriorate as it has done for the past 50 years with regard to good housing, a major shopping area, crime (drugs), industry, businesses, places for recreation (theaters), parks, and community pride and spirit.

Project Goal

Mobilization of the community by bringing together all available human resources - the residents, the churches, the associations - for the purpose of establishing a full scale Community Economic Development Model, or the establishment of organizations which would benefit and improve the community and its residents.

Current Conditions of Target Community

The target community is still disenfranchised, because the actual citizenry is not affiliated with the economic and aesthetic change happening in South Bethlehem. However, there is improvement in the community because the disenfranchisers - The City of Bethlehem, BEDCO (Bethlehem Economic Development Corporation), Lehigh University, and other organizations are all trying to outdo either each other at making Southside Bethlehem better, or they just all want to be part of the action.

The following improvements or events have happened in South Bethlehem: BEDCO rehabilitated the boarded up, run-down storefronts on the third street corridor; as stated in the revised version of the project contract, Lehigh University students built a garden maze on the third street corridor; the Alert Partnership was started by the City of Bethlehem and the Bethlehem Police Department - they are trying to revive the Block Watch program; The new mayor for the City of Bethlehem is from South Bethlehem; Allan Jennings of the Community Action Committee of the Lehigh Valley has decided to start an economic development organization on the southside; Citizens for a Vital Southside was started by the political activist who owns the Green Cafe; the Bethlehem Partnership was started and works with St. Lukes Hospital, Touchtone Theater, and Lehigh University. The Musikfest Association is refurbishing the old Theodoridis Banana Warehouse and calling it the Banana Factory. It will be a place for artists. (Musikfest Association is a group started in the City of Bethlehem about 15 years ago to promote a music show for one week of the year. It is held in August. It has become a large Bethlehem Tourist Attraction).

Desired Conditions of Target Community

The desired conditions of the target community are that the economic and social living conditions for southside community residents will be improved to the extent that people on welfare will get jobs or start their own businesses, children will have safe parks and recreational facilities, dirty and littered streets will be cleaned up, people will have more stores to shop in with products that are necessary.

Project Purpose

The purpose of this project is to collect and analyze up-to-date data for the Community of South Bethlehem. This data is needed so that an accurate assessment of needs and resource linkages can be made in the community by future CED practitioners, local entrepreneurs, and residents who wish to be a part of a community growing together.

Major Outputs if Project is Successfully Completed

The following outputs will exist if the project is successfully completed:

- 1) Key constituencies will have been interviewed to determine survey questions.
- 2) Library, newspaper, and reading research will have been completed.
- 3) All Economic Development Organizations in area will have been contacted.
- 4) All southside organizations contacted and interviewed (includes churches and associations).
- 5) Community people are trained to conduct their own listening focus groups.
- 6) Data is collected, analyzed, and written up.

Major Outputs Which Have Been Fully Achieved

Key constituencies have been interviewed and the survey questions have been written up, rewritten, and narrowed down into a few good survey questions. Library, newspaper, and

reading research has been completed. All Economic development Organizations in the area have been contacted.

Major Outputs Which Have Been Partially Achieved

There are still some associations that need to be contacted. The training of community people to run their own listening focus groups is just beginning. To successfully initiate this output the following tasks need to be completed: Telephone surveys conducted to set up focus group sessions; telephone surveys conducted to determine members of groups who are trained; a listening project consultant hired or brought in to help with the training. To be able to do these tasks some funding is needed which was not written into the original project contract.

Major Outputs for Which No Tasks Have Been Initiated

The output with regard to the collection and analysis of the data has not been initiated yet. This cannot be initiated until all data are collected. All data will not be collected until listening focus groups have been initiated.

Conclusions/Recommendations

Purpose and Goal Change

The purpose has changed in that the emphasis is more on organizing the people of the community than on collecting the data. The collection of the data has become secondary to the mobilization of the people. The purpose should now read: The purpose of this project is to

organize or mobilize the residents of the community of South Bethlehem to become active participants in their community. The goal is just a pure goal of the community being fully mobilized and empowered to control their own community. It is not necessary to have the goal contain the idea of developing a full-scale CED model. The goal should now read: Mobilization and empowerment of residents of the community to take control of their own community.

The reason the purpose and goal statements have changed is because the true intent of this project is community organizing. Data collection through a community listening project is the method used for community organizing.

Project Completion

Two conditions which would have helped to complete this project are: 1) Funding is needed; 2) More ability and training in conducting a listening project. This can be accomplished by hiring a listening consultant. Funding is needed to do this. Also, funding is needed to offset the cost of postage, paper, transportation, camera equipment, a tape recorder, video equipment, etc.

Not realizing that I needed money or funding to successfully complete this type of project is the one unexpected thing that occurred to me midway as I was implementing my project.

Project Suggestions

I would suggest that anyone working on a similar project do the following: 1) Narrow down the project to make it smaller. 2) Work some funding into the project.

Definition of the Problem

Problem Statement

If no solution is found to the disenfranchisement of the citizenry of South Bethlehem caused by the political machinations of the city of Bethlehem, Bethlehem Steel, and Lehigh University and non-community participation by South Bethlehem residents; then South Bethlehem will continue to deteriorate as it has done for the past 50 years with regard to good housing, a major shopping area, crime (drugs), industry, businesses, places for recreation (theaters), parks, and community pride and spirit.

Target Community

The target community consists of all people living in the community of South Bethlehem and some of the people living in Fountain Hill which is right next to South Bethlehem to the west and blends in with the South Bethlehem community. There are approximately 40 nationalities represented by this community. The main ethnic groups are Puerto Rican, Portuguese, African American, Asian American, and Eastern Europeans such as Windish, Polish, Hungarian, and Czechoslovakian. South Bethlehem and Fountain Hill combined are an approximate population of 28,000. South Bethlehem alone is about 24,000. The City of Bethlehem which is home to South Bethlehem has an approximate population of 80,000.

The target community is located in the southernmost part of the City of Bethlehem between South Mountain (part of the Blue Mountains) and the Little Lehigh River. Bethlehem Steel is located on the Little Lehigh and continues further south up to Rt. 412 or 4th street or the 4th street corridor which is the main street in South Bethlehem. Three bridges connect the City of Bethlehem to South Bethlehem. They are the Minsi Trail Bridge, the Fahey Street Bridge, and the Hill-to-Hill Bridge. You can get to South Bethlehem by way of Rt. 22 to 378 or Rt. 78 to 412

(main roads to the Southside).

The geographical features of this community have contained it as a community. The South Mountain is to the south and Lehigh River is to the north. The structural features of the Bethlehem Steel on the Little Lehigh and the three bridges crossing the river have made it unique.

This community originally began as land owned by the Leni Lenape people (Real Men). The particular Leni Lenape tribe that owned this portion of land was the tribe of Unami or the Turtle. However, in 1737, by a “walking purchase” agreement this land was sold to the European settlers. Previous to this agreement, William Penn had illegally acquired this land on March 1661. On October 22, 1681, William Louthier of London purchased 705 acres of this land from William Penn. The entire piece of land consisted of 7,000 acres and became four farms until 1865, when the Moravian Congregation sold it. At this time it became incorporated as the Borough of South Bethlehem. Land to the north of Lehigh River was known as the City of Bethlehem. With the incorporation of the Borough of South Bethlehem came rapid industrialization and commercial expansion. Population increased from 947 inhabitants in 1861 to 10,302 inhabitants in 1890. In 1917, encouraged by the Bethlehem Steel, the Borough of South Bethlehem was consolidated with the Borough of Bethlehem into the City of Bethlehem.

The target community, South Bethlehem is located within the City of Bethlehem which is located within the greater region which is called the Lehigh Valley and commonly referred to as the “greater Lehigh Valley.” The Lehigh Valley has a population of approximately 700,000 residents. Its major cities are Allentown, Bethlehem, and Easton. There is a local bus system for this entire region called the Lehigh Valley Bus System. There are many smaller towns in this region. To name a few, there is Mertztown, Trexlertown, Macungie, Fogelsville, Breinigsville, New

Smithville, Weisenberg, Nazareth, Bath, Slatington, Walnutport, Catasauqua, Northampton, and New Tripoli.

There are also townships and boroughs. There are many farming communities. In fact most of these small towns have also a large rural area which are the farming communities. (I grew up in this entire region. I was born in Easton (rural) where I lived my first five years. I grew up in Breinigsville in the rural community of this small town. I went to high school in rural New Tripoli.)

Major Assumptions about Target Community

The target community or South Bethlehem has always been controlled by the businesses in South Bethlehem. The major businesses in South Bethlehem or employers of people in South Bethlehem are Bethlehem Steel, Lehigh University, and St. Lukes Hospital. Through a lot of research at the library it was learned that much of what happens in South Bethlehem is due to steps initiated by the Bethlehem Steel, Lehigh University, and the City of Bethlehem. Bethlehem Steel and Lehigh University are intrically linked through the Homer Research Labs and in other ways. At one time Bethlehem Steel was the major employer for the entire Lehigh Valley region which is sung about by Billy Joel in a piece called "Allentown." Allentown is the regions' major city which is right next to Bethlehem. Actually, Allentown and Bethlehem are almost one large city. They are connected to the south by way of Broadway/Susquehanna streets and to the north by way of Union Boulevard. In other words, if you drive west from Bethlehem on Broadway, it becomes Allentown when Broadway becomes Susquehanna. If you drive west from Bethlehem

on Union Boulevard in Bethlehem, it stays Union Boulevard as you drive into Allentown.

There is an active drive of the controlling factions in South Bethlehem to remain the controlling factions. By these factions, I mean Bethlehem Steel, the City of Bethlehem, and Lehigh University.

Project Goal

Goal Statement

Mobilization of the Community by bringing together all available human resources - the residents, the churches, the associations - for the purpose of establishing a full scale Community Economic Development Model, or the establishment of organizations which would benefit and improve the community and its residents.

Current Conditions of Target Community

There has been some mobilization of the community with regard to the idea of community. However, most of this mobilization is not among the everyday residents of the community. The mobilization is among the leaders of Lehigh University, Bethlehem Steel, and the City of Bethlehem. However, I think this is good mobilization because they are now trying to improve the community that they wrecked havoc in. I think this is a beginning. They are publicizing their efforts and they all are including the word community in their efforts. Lehigh University called it Community Day when it dedicated its new Arts Theater which has four theaters. I didn't see many people from the community of South Bethlehem there when I went to their opening day. Much of what these organizations publicize is propaganda. They want the community at large to believe they are doing something vital on the Southside and that it is a "community" activity.

Alert Partnership was started by the City of Bethlehem and the Bethlehem Police Department. They are emphasizing the Block Watch Program which was once more active than it

is now. They are really not doing very much different than they've been doing, but their publicizing makes it appear that they've initiated something new. A resident of the neighborhood close to Yosko Park told me they had this new program at the park where you could send your child for free lunch and supervision for the summer months. But it is not a new program. They have been doing this for a few years. It's a program that does not help people become self-sufficient, because it gives out free lunches which encourages people to look for free lunches. The program is not well supervised. I've seen children throwing their free lunches away. I talked to a little girl about seven years old whose mother apparently comes from another town and drops her child off at Yosko Park. Yosko Park is not known to be a safe park.

I went to a spring clean-up sponsored by the Alert Partnership and what they called the Southside Task Force. Apparently I was the only one from my neighborhood and many neighborhoods who showed up. Others that showed up were girl and boy scout troops, the Southside Neighborhood Association which is only two blocks from where I live, and about two block watch programs that are successful. Many neighborhoods were totally excluded by the clean-up. Part of the clean-up that I got into didn't really need cleaning up. This was the portion in the section of South Bethlehem where all the old mansions are. Some of the parts that were cleaned up and were very bad were cleaned up only this one time. There is never an ongoing program to keep the streets clean. So a week later or sometimes a day later the streets are a mess again.

Other improvements on the Southside are: BEDCO (Bethlehem Economic Development Corporation) rehabed the boarded up, run-down storefronts on the third street corridor. There are four stores in the one rehabed building. One is occupied by a new store which is called

“Legends, Traditions & Friends” (11 E. 3rd street). They have put the word community into their advertisements and accept work from artists only from the Lehigh Valley. There is only one art work in there from South Bethlehem. What I’m wondering is why did they locate this store in South Bethlehem in particular when the Lehigh Valley is such a large place. The impression that I am getting is that the people who are in charge of this particular Southside renewal are trying to squeeze out the South side and its ethnic community. The other rehabed stores are still vacant. The old Knights of Columbus boarded up property was rehabed. It is now called “Cleo’s”(21 E. 3rd street). A caption from one of its advertisements reads, “Silversmith studio and gallery of fine American crafts, contemporary jewelry, and distinctive gifts.” The store is opulent. These stores do make the Southside look better, but the Southside people are still left out. Also, recently purchased was the old Rite-Aid store at 25-27 E. 3rd street. It was purchased by Paul Harryn, an internationally known artist and musician. It is now called Harryn Studios.

Desired Conditions of Target Community

The desired conditions of the target community are that the economic and social living conditions for southside community residents will be improved to the extent that people on welfare will get jobs or start their own businesses, children will have safe parks and recreational facilities, dirty and littered streets will be cleaned up, people will have more stores to shop in with products that are necessary.

There will be ongoing programs initiated by people of the community of South

Bethlehem to accomplish the above tasks. Dirty and littered streets will not be cleaned up for one day only, but a program will be started so that streets will be cleaned up all the time. The program will be started by community residents. Community residents will start their own micro enterprise development program. Through this program community residents will improve their economic lives by starting their own businesses, acquiring new skills, building on already available skills that they could not use due to being locked into a welfare situation or a low-paying job situation. Community residents will take control of their communities and rather than accepting handouts at the park, they will be responsible for planning their own children's meals and their children's supervision. People will gather together to decide what kinds of shops they need in South Bethlehem.

Project Purpose

Project Purpose Statement

The purpose of this project is to collect and analyze up-to-date data for the community of South Bethlehem. This data is needed so that an accurate assessment of needs and resource linkages can be made in the community by future CED practitioners, local entrepreneurs, and residents who wish to be a part of a community growing together.

Major Outputs if Project is Successfully Completed

The following outputs will exist if the project is successfully completed:

- 1) Key constituencies will have been interviewed to determine survey questions.
- 2) Library, newspaper, and reading research will have been completed.
- 3) All Economic development Organizations in area will have been contacted.
- 4) All south side organizations contacted and interviewed (includes churches and associations).
- 5) Community people are trained to conduct their own listening focus groups.
- 6) Data is collected, analyzed, and written up.

Background

This project is an outgrowth of my ten-year involvement with a food co-op which was started on the South side on Earth Day in 1970 - the first national Earth Day. The co-op was started by a group of Lehigh University Professors and Students. It started out of a car selling seeds, nuts, and fruit. When I first became involved with this coop I merely ordered foods and became a member and had the foods delivered to my home. I then started telemarketing out of my home for the co-op. When there was a major fire next door to the coop, I offered my services to help clean up the smoke-damaged co-op building. I also became the co-manager because at this time the old co-manager “flew the coop!” The fire scared him away. The other co-manager that I co-managed with had another job so my duties as co-manager were to run the entire show when he wasn’t there which was most of the time. Through this process, I learned the entire operation of the store, the suppliers, the banking, the customers, the members, the neighbors and members of the community, the Lehigh University Professors and Students who were members, people who moved into the community and became new members, new students at Lehigh who became members, the Lehigh Fraternity and Sorority members, etc. Before coming to work in the store I learned a lot about the old members, members who were discouraged with the co-op and their reasons through the telemarketing surveys I did. This co-op was called The Bethlehem Co-op or the Bethlehem Cooperative Association. As things progressed at this co-op, I began to see a lot of problems which were overshadowed by my ideals. What I mean is that even though the problems were there, it was hard to see them realistically because of my extreme idealism. The co-op was the only way no matter what and things would get better, but things didn’t get better.

Actually, income was going up. There were new members. But then another fire happened, this time in the co-op building. I had another mess to clean up which was worse than the first. My ideals kept me going. The co-op had to survive. There were a lot of idealistic helpers that helped clean up this time. We got the co-op back together and revenues were good in relation to the amount of members, but according to the co-manager they never were the same as before the first fire and before members of the co-op at a general meeting illegally voted to close the co-op and file bankruptcy. This vote occurred before the first fire. There were now two factions of members. There were members who voted to close the co-op and members who wanted to keep it open. Members who voted to close as an entire group no longer supported the co-op, but could not legally close the co-op, so it stayed open with the efforts of myself and other people who wanted to keep it open. As things progressed, the co-op seemed to be coming along again, but the other co-manager became increasingly difficult to work with, so I left the co-op. I returned about a year later, when one of the old members called me and wanted to start the co-op up again. So for a year or so we tried bringing back the co-op. The old members who had originally voted to close the co-op were dead-set against us. Then some new interested people and I decided to form a totally new co-op. This didn't work out either. I began to wonder about organizing. I needed some training in how to organize an organization, because I was being unsuccessful in my attempts with putting the old co-op back together; and with trying to start a new co-op. I had a fundraising book which listed some community organizing groups. I wrote to all of them. Most of them were no longer at the listed addresses. But I received information from Highlander Institute, where I was planning to go before I heard about the New Hampshire College CED Program. So that is how I got here and how I became involved with my project. I began doing

research about my community. I talked to Dr. Michael Swack about the co-op problems I had in the past. He suggested that my community needed community organizing. As I progressed into my project, he also suggested the “Listening Project” idea.

Major people involved with this project are myself, Willie Howard, Marsena Munjon, and George Strauss. Willie Howard owns Howard’s Flea Market on E. 3rd street. He is Vice President of the Lehigh Valley Boxing Association. He trains boxers down at Larry Holmes gym in Easton almost every evening. He is very interested in seeing things change for the better on the Southside. However, he also works part-time at Lehigh University. His brother was killed (burned) when he was working at the Bethlehem Steel. Marsena Munjon is a new arrival to South Bethlehem. She moved here from Philadelphia about a year ago. She likes the location here being that it is midway between Philadelphia and New York. She has become active with the Alert Partnership. George Strauss is a pharmacist in South Bethlehem. He was born in South Bethlehem and has had his pharmacy in South Bethlehem for many years. He is very interested in seeing improvements on the Southside. These are the main people interviewed to obtain survey questions. There was also much discussion with these people regarding the problems on the Southside.

Other people and organizations were secondarily involved with this project. They are as follows: Marge Bendas was involved to the extent that I told her about my project. She has close relatives that work at Lehigh University. I approached Alan Jennings with the Community Action Committee of the Lehigh Valley about working with me on my project. He read my project contract, but wasn’t interested. He has recently decided to start an economic development organization in South Bethlehem. An article about this was in the local newspaper. He is not a

citizen of South Bethlehem, but he is showing an interest in helping the citizens of South Bethlehem. This is a beginning. I spoke to a member of the Bethlehem Police Department about my project in an attempt to collect crime statistics for South Bethlehem.

There were also others I spoke to. In community organizing, speaking to people is important. News travels quickly. There are a lot of connections between groups and between people.

Results

Major Outputs if Project is Successfully Completed

The following is a list of outputs that is necessary for this project to be successfully completed:

1) Key constituencies will have been interviewed to determine survey questions. The survey questions are open-ended survey questions that will be used by trained members of the community in listening surveys and focus groups. In order to determine survey questions it was necessary to interview various key people in the community and not just rely on questions that I might think are feasible. In order to elicit good questions it was necessary to have an initial type of survey to use when interviewing the key people. These questions were also open-ended and were asked key people in a similar manner as in the listening approach.

2) Library, newspaper, and reading research will have been completed. It was necessary to do a lot of initial research regarding the South Bethlehem community. Actually, more of this could be done, but for the purposes of this project it is completed. I went through newspaper files, looking at the old businesses in South Bethlehem by looking for the business advertisements. I could have done a lot more of this, but there wasn't time. I went through as many books and pamphlets as I could find about South Bethlehem. I wanted to know about the parks and theaters and churches in South Bethlehem, or anything that would tell what happened in South Bethlehem. I discovered that there were once five theaters in South Bethlehem. There are no theaters in South Bethlehem now. In most cases I found that what had occurred was either initiated by Lehigh University, Bethlehem Steel, or the City of Bethlehem. I read a few whole books to get a picture

of more of South Bethlehem. (See appendixes)

3) All Economic Development Organizations in area will have been contacted. I found that there were 22 organizations in the entire Lehigh Valley region that had something to do with economic development. I wanted to know exactly what they did and what programs were ongoing for the South Bethlehem region. I called each one up and interviewed either a director or administrative assistant. Open-ended questions were also asked in this endeavor. I also told them about my project and what I was doing. This approach not only provided answers to some questions, but gave new thought to each one of these organizations regarding the South Bethlehem community. They all sent out packets of information. One administrative assistant knew the director of the newly formed South Bethlehem Historical Society. This group is about four years old. Shortly thereafter, the director of this group and the political activist who owns the Green Cafe started the group, Citizens for a Vital Southside.

4) All southside organizations contacted and interviewed (includes churches and associations. I wanted to get all people as groups in on the act. Mobilizing an entire community especially a community of this size is not easy. Groups and associations have a large manpower and can help a lot with pulling a project like this together.

5 Community people are trained to conduct their own listening focus groups and door-to-door surveys. The purpose of this output is to get community people involved in their own community. This output can also help to find community leaders which is what is needed to fully activate community mobilization.

6) Data is collected, analyzed, and written up. For the true completion of this project there should be some data. This output cannot be achieved until all listening surveys are completed.

Major Outputs Which Have Been Fully Achieved

Key constituencies have been interviewed to determine the survey questions. Library, newspaper, and reading research has been completed. All Economic Development Organizations in the area have been contacted.

Major Outputs Which Have Been Partially Achieved

There are still some associations that need to be contacted. The training of community people to run their own listening focus groups is just beginning. To successfully initiate this output the following tasks need to be completed: Telephone surveys conducted to set up focus group sessions; telephone surveys conducted to determine members of groups who are trained; a listening project consultant hired or brought in to help with the training. To be able to do these tasks some funding is needed which was not written into the original project contract.

Major Outputs for Which No Tasks Have Been Initiated

The collection and analysis of data output has not been initiated yet. This cannot be initiated until all data are collected. All data will not be collected until listening focus groups have been initiated.

Conclusions/Recommendations

Purpose and Goal Change

This project originally started out believing that a type of survey almost like a census survey had to be conducted in order to gather accurate data about the community such as population figures, etc. It was believed that the 1990 census data was inaccurate. However, I now believe that the census data that is available should be used until more reliable data are collected. When originally writing the project contract, I believed that all people in the community would have to be surveyed. In actuality, only a sampling of people need to be surveyed. Also, this kind of community is always in a state of rapid change, due to the large highways coming into the community and the many apartment buildings. Lehigh students come and go every year. So the emphasis has gone off collecting statistics to collecting ideas about what people in South Bethlehem want to happen in their community. The original idea regarding the project actually was community organizing, but I felt that more accurate statistics were needed before the community could be organized. This is not the case. In the process of community organizing through the listening project, data will be collected. This is the data that is needed. Therefore, the true purpose of this project is as follows: To organize or mobilize the residents of the community of South Bethlehem to become active participants in their community.

The goal is a simple goal of the community being fully mobilized and empowered to control its own community. The goal would now read: Mobilization and empowerment of residents of the community to take control of their own community.

Project Completion

Two conditions which would have helped to complete this project:

1) Funding. Funding was not written into either the original or the revised contract. In fact, due to my idealistic nature I presume, I never even thought of funding until I began to realize I needed money for certain things and I didn't have the money. I could have written and sent more letters, if there had been funding for this - a small amount of funding perhaps, but enough to cover the cost of postage, paper, etc. Actually, funding for a computer would have also helped. Also, to conduct a successful listening focus group there needs to be funding for training of listeners, for food to serve at training sessions, for equipment needed such as a tape recorder, cameras, video equipment, etc. Funding is also needed for transportation. Funding is needed to collect, compile, and analyze the data. Funding in this respect would go for a computer and appropriate computer programs.

2 More ability and training in conducting a listening project. This is tied in with funding. I felt that if I could have hired a listening consultant to train me that I could have moved on more quickly with the project. Or if I could have purchased more materials regarding conducting a listening project, I could have planned it out more successfully. It took a long time to connect with the appropriate person who knew something about listening projects. I received information at least two months later than expected. This occurred after many long distance phone calls which were hard to make also due to the lack of funding.

The one unexpected occurrence that affected my ability to complete this project is the lack funding which occurred to me midway as I was implementing my project.

Project Suggestions

I would suggest that anyone working on a similar project do the following:

1) Narrow down the project to make it smaller. The reason for this suggestion is that there are many things to do in order to complete a small project. This project that I envisioned contained many smaller projects. Some of these projects were eliminated, such as, determining the capacities of people. This could be a project for one city block, not a whole community of approximately 24,000 people. It makes the project too massive. Determining physical resources available to the community was also eliminated. This is or could be one whole project. A community newsletter is another whole project.

2) Work some funding into the project. One of the steps in the implementation plan for the project should be writing up a proposal for funding; or some type of fundraising plan. This should be done at the beginning of the project. There should be a way of raising some type of funds to continue successfully with the project.