COMMUNITY ASSET MAPPING
SUMMER 2020

1476 FULTON, BED-STUY, BK
WHAT

The current community engagement efforts seek to establish new, rekindle old, and continue to build and sustain relationships within the Bed-Stuy and Central Brooklyn Community.

WHO

Involved members include LP staff, Bed-Stuy artists, Bed-Stuy greater community, Create Change Alumni, greater arts community of NYC and across the country.

WHEN

Our engagement rollout began May 2020 and will remain ongoing and remotely through the year, beginning with listening tours with close LP allies and friends connected to Bed-Stuy, to potential partners and beyond.

WHY

It is imperative that The Laundromat Project learns how to become embedded into the ecology of Bed-Stuy and Central Brooklyn. The LP needs to cultivate authentic relationships with the local community and be able to have synergy, using arts and culture for the co-creation of programs, initiatives, campaigns, and become an integral neighbor. It is important to be thoughtful and intentional during this process in order to build mutual trust and accountability. This is the foundation to have stronger social cohesion and be a catalyst that supports positive change in a thriving healthy community.

WHERE

We are focusing hyper-locally first, with the immediate neighbors of 1476 Fulton, and will broaden the scope from there.
LOOKING AT OUR PAST:

"Coffee On The Stoop" Talks, getting to know residents

Walking through the garden for meetings

Being present at resident-driven meetings (garden & block association meetings)

CULTURAL ORGANIZING STRATEGIES AT KELLY ST

Planning meetings with youth at local high schools

Door to door canvassing, sharing program calendars

Community conversations and interviews, learning history from first hand

TRANSLATING STRATEGIES

1476 FULTON

IN-PERSON LISTENING TOUR
- Talking with residents, shop owners,
- Art making in public spaces
- Door knocking
- Canvassing the neighborhood

WHAT DOES THIS LOOK LIKE NOW?

ALL STAFF FIELD HOURS
- Site visits and field trips
- Learning history through first hand
EMERGING EFFORTS FOR FULTON:

REMOTE LISTENING TOUR

VIRTUAL COMMUNITY RESEARCH

PARTICIPATING IN VIRTUAL COMMUNITY MEETINGS

FOLLOWING LOCAL NEWS & EMERGING NEEDS

TRACKING MUTUAL AID NETWORKS

VIRTUAL LP COMMUNITY THINK-INS

REMOTE COMMUNITY ASSET MAPPING

REMAINING CONNECTED

STAYING ATTUNED TO MUTUAL AID EFFORTS

COMMUNITY BOARD MEETINGS

COMMUNITY TOWNHALLS
The listening tour begins hyper-locally, starting internally with the LP network and extending out with the guidance of our network.

**WHAT**

**WHO**

The Community Engagement Task Force, Programs Dept, and all staff

**PHASE ONE** + **PHASE TWO** = **BUILD COMMUNITY FOR THE LP**
PHASE ONE

FIRST WAVE:
- LP Alumni & Artists-in-Residence
- Internal supporters

SECOND WAVE:
- Alumni recommendations
- Closer network of Community Based Organizations & Institutions
- Potential partners

THIRD WAVE:
- Business owners
- Extended network of arts & culture spaces
- Green spaces
- Social collectives

PHASE TWO

MAKE MEANING
- Assess information and break down common themes/areas and thoughts
- Begin informing possible programmatic activities or space partnerships
- Begin defining and creating partnership pathways
- Create accountability metrics and measures
- Defining stewardship plan and strategic relationship building
We are inviting Create Change Alumni to submit a proposal for a commissioned window installation. The artwork will be welcoming neighbors and community into our space and we'll be seeking proposals that consider site specificity, and reflect in some way, an idea of “invitation.”

Priority will be given to current Bed-Stuy residents. Pieces should be site specific and responsive to Bed-Stuy. We encourage proposals that have some level of interactivity while keeping social distancing in mind.

We think about “invitation” as a means to set intentions for an abundance of new connections in our home.
Organizing listening tour
Defining CE Task force and efforts up ahead
Delegating roles

Listening tour launch
- Phase One
- Semi-public space announcement
- LP Think-In

Continue listening tour
- Phase Two
- Make meaning of June calls and process information

Pause listening tour in late August and make meaning
Assessing outcomes
Beginning to process information to inspire future CE activities