

## Community Participation Program 2013 Annual Report

Neighborhood Organization: **Armatage Neighborhood Association** \_\_\_\_\_

Contact person: **Kristina Erasmus** ( [kristinaanacoordinator@gmail.com](mailto:kristinaanacoordinator@gmail.com))

Date of Board Approval: Tuesday March 18<sup>th</sup>, 2014

### **1. Stakeholder Involvement**

Reviewing your CPP activities in 2013, Please provide information about:

- **What outreach and engagement activities did you carry out in 2013?**

*Enhanced outreach and communications:* Facebook, Twitter, Nextdoor, quarterly newsletters, new home owner Welcome Packets, communication of both Penn Avenue and Bridge Redecking, communicating both activities and schedules. We also shared community crime alerts as well as held community crime prevention and safety meetings quarterly.

*Meetings:* monthly meetings, Annual meeting, guest speakers at meetings including a Fair Skies Presentation and Police Chief Harteau.

*Events:* Summer Festival, garage sales, Ice Cream Social and Ward 13 Debate.

- **How did you reach out to and involve under-represented communities in 2013?**

In 2013 we tried to connect with under-represented communities within Armatage ( such as renting residents and long-term residents) with greater communications of our activities. This was done via a new effort to use Facebook for many board communications as well as utilizing other marketing vehicles ( such as inclusion of flyers in the Southwest Journal which reaches a broader audience in Armatage and surrounding neighborhoods). The ANA also supported Armatage Park with the Youth Start Program. We also reached out to businesses by working with NEHBA to annex the Armatage business corner and assisted with NEHBA's "Bike, Walk, and Shop" program.

- **Did you find any strategies to be particularly successful? Why?**

Utilizing social media has helped the ANA reach a younger more tech savvy resident. We know that concentrating on our Facebook page and Twitter feed has been successful because every new newsletter and email that goes out to our email list brings in more Facebook requests and Twitter followers. Social media also allows us to respond quickly to news that is happening in the city and neighborhood.

- **What did not work so well? Why?**

Our Annual meeting had a low turnout. Despite the level of political speakers on the agenda, we felt that unusually cold March weather kept residents home. For 2014 we have moved our Annual Meeting to May as a result.

Our website was updated during 213 because our prior website was obsolete and the hosting company no longer was supporting the platform.

- **How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?**  
The ANA handed out 89 Welcome to the Neighborhood packets for new residents with key information about the neighborhood.
- **How many individuals volunteered in organization activities?**  
Our board membership was 11 volunteers over the course of the year. In addition, at the summer Festival, we recruited 55 volunteers to man different stations throughout the festival. However, in 2014, we plan to increase our volunteer base through more planning and timing between the Annual Meeting in May and the Summer Festival in August.
- **How many individuals participated in your organization's activities?**  
We estimate that between our monthly meetings and the Summer Festival approximately 1000 people participated in organized activities.
- **How many people receive your print publications?**  
We no longer offer a print publication of our newsletter. We do have a small list (14) of residents that has requested a paper copy of our newsletter and they receive specially printed newsletters.
- **How many people receive your electronic communications?**  
We have 596 residents on our email/newsletter list.  
We have 239 residents on Facebook.  
We have 8 Twitter followers.

## **2. 2013 Highlights**

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

2013 brought with it the first full year of a new Coordinator in ten years, after our longtime coordinator, Jennifer Swanson, resigned at the end of 2012. This was both a challenge and an opportunity for the Board and the neighborhood. Via new leadership and new Board members, we tried many new ideas that resulted in increased resident attendance at monthly meetings and increased followers on Facebook. In addition, we updated many of our communication vehicles. A neighborhood Twitter account was created. A new website was created. A new email system, Mailchimp, was introduced.

Our key fundraiser and event of the year, The Summer Festival, was a seamless transition. Additionally we added two new young female Board members. We have developed an exciting NPP plan and engaging new strategies for 2014.

Another highlight for 2013 was our successful Armatage Ice Cream Social. This event was created to support Armatage businesses affected by the Penn Avenue construction project. The goal was to engage residents by bringing them up to our 54<sup>th</sup> and Penn business node and let them know these local shops were still open for business during construction. This event was held in partnership with the building owner, NEHBA and the ANA. Many mayoral and city council candidates attended. Over 400 residents attended. The ANA viewed this event as a huge success!







### 3. *2013 Accomplishments*

Please provide information about your other accomplishments in 2013:

- What were your organization's major accomplishments?
- How were individuals in your community directly impacted by your work?

The ANA Board passed our Neighborhood Priority Plan (NPP) at our November meeting. The meeting was catered by neighborhood favorite, Café Maude. The NPP was developed with resident input via several means. A survey asking residents to rank their neighborhood priorities was implemented via paper at our Annual Meeting in March, again by Survey Monkey, an online survey, over the summer and lastly by a gumball vote at our Summer Festival in August.

At our November meeting, residents also attended to help honor Jerry Peterson, longtime Armatage Park Director as well as Jennifer Swanson, longtime ANA Coordinator. Both received our Armatage Treasure Award for serving the residents of Armatage with passion and dedication.











**4. *Housing***

**What percentage of time did your organization spend on housing-related activities?**

We spent a lot of time on property tax assessment issues facing concerned residents on Penn Avenue due to high tax assessment from new lighting being installed on Penn. Feedback gathered from this venue was added to the collection via the City Council's office leading to the reduction of assessment and the City paying for the new street lighting.

However, housing will be a focus for the ANA in 2014. We will refocus our efforts on the resident housing loan program.

**5. *Financial Reports***

Please provide an income and expense report for your organization for the year. (Please include all funding sources).

Total income \$12,451.46  
Total Expenses \$12,088.05  
Total net Income - \$363.41

**In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.**

**1. *Impact***

**What interactions with City departments occupied a major part of your time? What worked well? What could be improved?**

Michelle Chavez, our new NCR contact was very accessible and a great resource for the ANA. She attended the November meeting and has always been very helpful.

Amy Lavender, our Community Crime Prevention Specialist, was a great liaison between the Police Department and residents. Her involvement was very important to the development of our NPP report as Safety was resident's number one concern all three surveys.

The City Council's office was also a great relationship that was cultivated. At each monthly meeting there was always a representative present to answer resident's questions and concerns regarding city issues.

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City? \_\_\_5\_\_\_**

**2. *City Communications - effectiveness***

**Is the information that you receive from the City understandable and useful?**

Yes.

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? \_\_\_5\_\_\_**

**3. *City Communications - timeliness***

**Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.**

Yes.

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? \_\_\_5\_\_\_**

**4. *City Departments***

**How can City departments improve the way in which they function in your neighborhood?**

5. *City Assistance*

**How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group?**

**On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? \_\_\_\_\_5\_**

6. *Other comments?*