



2018

*Neighborhood*

RESOURCE  
OFFICE



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ANNUAL  
REPORT



# HEALTHY *Neighborhoods*

# 2018 *Neighborhood* RESOURCE OFFICE ANNUAL REPORT

The **City of Greeley** is a dynamic and growing city with over 100,000 residents living in 110+ neighborhoods. Healthy Neighborhoods are one of the priorities of City Council.

Thirteen years ago, the City created the Neighborhood Resource Office (NRO) to coordinate inquiries and activities on the neighborhood level.

The following is a detailed report on the activities NRO organized, promoted, sponsored or assisted in to enhance residents' experience and meet City Council's priorities.

NRO oversees several projects for the City including: neighborhood outreach and advocacy, the Neighborhood Improvement Grants, Community Gardens, Mediation services, Neighbor Labor Neighborhood Building Blocks and Greeley Farmers' Market.

In addition, NRO supervised an Americorps VISTA who is establishing a Greeley Citywide Volunteer Management Program.

**over 100,000 residents**  
**110+ neighborhoods**

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# NEIGHBORHOOD OUTREACH AND ADVOCACY

The Billie Martinez neighborhood is in one of the oldest sections of Greeley, bordering the city limits to the north, Highway 85 to the east, 5th Street to the south and 23rd Avenue to the west. For several years, NRO has convened a taskforce and facilitated activities to engage residents of this neighborhood. The taskforce is comprised of residents, nonprofits, schools, county government representatives, multi-family housing complex managers, and several City departments, including the Police Department, Greeley Urban Renewal Authority, Communication and Engagement Office. Over the years, several infrastructure projects have been completed including road repairs, lighting installations, sidewalk and curb repairs, renovation of the regional transit center, and Island Grove Park improvements. The highlight of this year is the renovation and program changes at the Rodarte Community Center.

The private sector has also enhanced this neighborhood by building new apartment complexes, e.g., Guadalupe Apartments and Mission Village. Existing housing complexes have made several upgrades to their housing units and their community grounds, too. The local elementary school is participating in the taskforce and has created several opportunities for community members to support their students. All these efforts have resulted in lower crime rates, many fewer calls for police assistance, fewer code violations, and increase in test scores for neighborhood kids in school.

Every year NRO coordinates a community celebration and this year's event was held in conjunction with the grand Re-Opening of the Rodarte Center and the Greeley Creative Districts mural project installation. Over 400 children and their families enjoyed several activities sponsored by members of the taskforce and a catered dinner, all the while watching local celebrity artist Armando Silva finish the large mural on the Rodarte building. The weather was wonderful and families and City staff enjoyed being together and celebrating all that is going well in this neighborhood.

East Greeley is comprised of several small neighborhoods east of Highway 85. While these neighborhoods are newer than many City neighborhoods, they are isolated from the rest of the City by the state highway and the Union Pacific Rail lines. Additionally, the Riverview Farms Neighborhood is further isolated because it is south of another state highway 34. These barriers are real and the perception of residents as being ignored is real, too. However, for three years, NRO has sponsored outreach activities to engage and empower residents. This year was the third year NRO sponsored a community celebration where residents connected with City departments, received information on resources available to them, gave feedback about their neighborhood needs, public art installations and park improvements. This year's celebration was unfortunately affected by stormy weather; however, 284 people swam free, provided feedback to City staff, rode bikes at the bike rodeo and attempted to fly kites at our inaugural kite festival.

Fortunately, there are several City parks in this area, so there are many opportunities to get outside and play. However, residents complained about traffic problems, lack of police presence, unkempt yards and darkness. In the fall of 2018, The City's Parks division was awarded a \$1.3 Million grant from the Community Health Foundation for park upgrades and engaging the community to use them. This will be a multiyear project involving several City departments and community centers (schools) and residents. NRO will be actively involved in engaging residents and advocating for them.

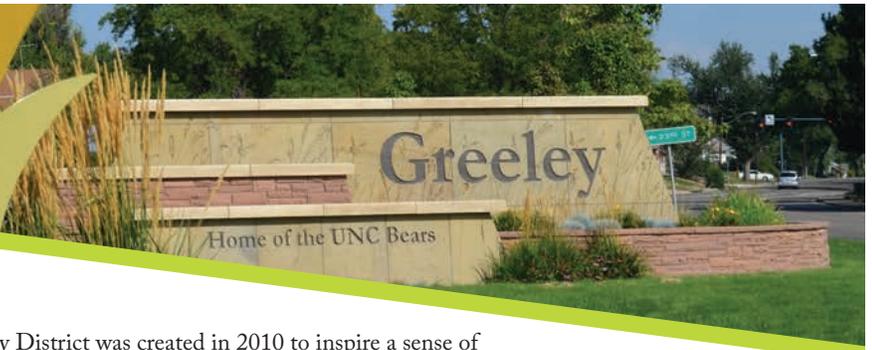




# UNIVERSITY DISTRICT



# HOA WORKSHOPS



University District was created in 2010 to inspire a sense of place in the six neighborhoods surrounding the University of Northern Colorado (UNC). The University District has desirable, quiet neighborhoods, quaint local shops, eclectic restaurants and two of Greeley's largest employers – UNC and North Colorado Medical Center (NCMC). In 2018, City staff and the University District board hosted a series of community meetings to jumpstart infrastructure improvements along 16th Street. Hundreds of residents, business owners, students and UNC staff gave input and shared their desires for the district and 16th Street, in particular. The city hired a consultant firm to help envision improvements to traffic and parking.

Some of the improvements under consideration are added landscaping and public space furniture to link the recently completed 8th Avenue improvements with the 16th Street plans. Some of these additions might be installed on the UNC's campus. This effort should enhance the pedestrian and shopping/dining experience, improve area parking and traffic conditions and highlight the historic Number 3 Ditch, which bisects the University District.

Moreover, a private developer finally began demolishing blighted properties with plans to replace them with multi-unit apartments for area professionals and others. All this will increase needed density, but will change the dynamic of this area and further outreach, advocacy and engagement will need to occur.

Many of Greeley's new neighborhoods consist of various forms of Homeowner Associations (HOAs). These are complex entities often run by board of directors with very little experience. Therefore, NRO collaborated with Altitude Community Law Firm, aka Hindman/Sanchez Law Firm to educate new and prospective HOA board of directors on their legal rights and responsibilities.

Associates of Altitude Community Law came to Greeley and presented three 2.5-hour workshop on various topics. This year the topics were "Board Member Basics", "Do's & Don'ts of Architecture Review Committee Guidelines", and "Let's Talk Insurance". Over, 129 residents attended at least one of these workshops. Each attendee received handouts and much more information to help them understand their roles in their community. It is our hope that these informed board members will refer their neighbors to next year's workshops.





## MEDIATION SERVICES



NRO coordinates the City's Community Mediation Program. Luckily, in Greeley there is not much need for this service as neighbors manage most conflicts. However, occasionally conflicts are so entrenched and emotions are so high that it helps to have a neutral party to facilitate a conversation. Nine residents inquired about this service, only two residents requested this service. Two mediation sessions occurred between these neighbors, requiring two mediators, multiple phone conversations and private conflict coaching sessions. To date, there is no signed mediation agreement between these neighbors. However, the calls for service in this neighborhood have been reduced.



## NEIGHBOR LABOR



The City of Greeley has a program in place to help elderly or disabled neighbors clean up or maintain their yards and houses. Often these volunteers establish relationships with the people they serve and provide help in variety of ways. This year, there were no formal applications for the program even though there were four inquiries.



## COMMUNITY GARDENS



Community Gardens, established ten years ago, are going strong. NRO manages three community gardens in Greeley – one at UNC, one at Plumb Farm and one at the Clay Center of Northern Colorado. There are seven other community gardens in Greeley, all managed by different entities. At the University garden, there are 24 plots taken care of by a variety of Greeley residents. Some gardeners have been at this garden since the beginning. This year we saw significant turnover at the garden, but were able to adopt out each plot.

Plumb Farm, too, had new gardeners. And, they were victims of the terrible hailstorm in June, but many of the gardeners persevered and replanted.

North Colorado Health Alliance, who in turn collaborated with North Range Behavioral Health and the Frontier House, adopted all the plots at the Clay Center. This was one of the best years at this garden and many clients were able to take home produce they grew at this garden.

Community gardens is a program where strangers come together to work in their plots for food, flowers and fun. It is a great community building exercise.

# NEIGHBORHOOD IMPROVEMENT GRANTS

Every year the City sets aside \$10,000 for neighborhoods who want to make physical improvements to their neighborhoods. It is a grant program where neighbors can apply for up to \$5,000 per year. These applicants must also provide a 50:50 match of funds or in-kind labor for the project. Grants are awarded on a first come, first serve basis and for the potential of benefitting the whole community. This year three neighborhoods were granted funds for a total of \$8,846.

The first neighborhood to apply for funding and finish the project was West Point Condominium Association, in the 1700 block of 61st Avenue. They used \$1,500 of Neighborhood Improvement Grants funds to stretch their dollars in landscape replacement and improvements on the perimeter of the neighborhood. This neighborhood is visible from an important corridor in this City.



The second neighborhood to be awarded monies was all the way east - Riverview Farms at East 28th Street and Apple Avenue. They rebuilt the neighborhood entryway water feature, sign and improved irrigation and landscape with \$4,846 from the NIG fund. The overall costs of this job was estimated to be \$15,197. The water feature and landscape are visible from Highway 34 heading east, so its improvements were important to the City.



The final NIG project was at Beth Israel Synagogue in central Greeley. They were replacing old, dying trees and junipers with more xeric plants, mulch and ground coverings. The total cost of the project was \$10,000, they were able to do this project with the NIG \$2,500 match. The improvements are clearly visible from Reservoir Road and made a big impact.

Nine neighborhoods applied for the \$25 gift card for their own neighborhood celebrations or meetings. The following neighborhoods benefitted from that grant: Mountain Vista, College Green, Drakes Crossing, The Meadows, Rolling Hills, and the Reserve at Hunter's Cove, Beau Chateau, College Green Corner, and Monroe Historic Neighborhood. For a total contribution of \$225.

With the \$800 balance of the Neighborhood Improvement Grant, NRO and Code Compliance provided subsidies to the Greeley GROW Center so that residents could dump their Christmas trees free. This is a great way to introduce residents to the Center and avoids the wasteful practice of dumping compostable materials into the landfill.

Lastly, if residents are having problems in their neighborhood and those problems involve multiple City departments and services, the Neighborhood Building Blocks (NB2) program is there to help. The Neighborhood Resource Office is a member of NB2. NB2 is a team that provides a coordinated response to complex issues requiring the attention of more than one City department or division. Neighbors report problems through the City Clerk's Office and team members are called to action, responding within 48 business hours to issues such as property maintenance, alleged crime, traffic and neighbor disputes.



# 2018 GREELEY FARMERS' MARKET

## *At a Glance*



**VENDOR PARTICIPATION**

 **48** SUMMER

 **16** WINTER




**26TH YEAR**

**CREDIBILITY**

Vendors were only allowed if they raised or made their own products to sell at the market

**+100%**



**SALES**



**+18%** Up from 2017 to 2018

**+22%** Up from 2016 to 2017



**2018 TOTAL SALES**

**\$349,320**

Booth Fees \$11,940



**CITY SALES TAX COLLECTED**

**\$10,544**





# GREELEY FARMERS' MARKET

2018 marks the 26th year for the Greeley Farmers' Market and it was another record-breaking year of diverse, local offerings, record sales and quality entertainment for the whole family. This is a popular Saturday morning ritual for many area residents in lovely downtown Greeley. The following details the progress of the "Market".

*Vendor participation* – there were 48 vendors at the summer market who provided quality products to our customers. Shifting priorities this year, we only allowed vendors who were growing/raising or making their product to sell at the market. We also limited the number of craft vendors to those who have participated in the past – honoring the "grandfather" clause. Therefore, while the number of vendors participating at the market was down a little from years past, the quality of their product made the market much more appealing.

The Winter market hosted sixteen vendors, many of whom participate in the Summer market as well. We limited the type of vendor at this market due to room capacity, and only allowed food vendors. But the small number of vendors filled the Café at Zoe's to create a vibrant winter market. In fact, Greeley's Winter Market is one of two Northern Colorado markets and highlights what our local Colorado fields and greenhouses can provide.

*Sales* – sales at the market for the year were up by 18% from 2017 and sales from that year were up 22% from the year before. Therefore, the sales at Greeley Farmers' market continue the record-breaking trend for three years in a row. Total sales this year were \$349,320. Again, City staff attribute this increase to the type of vendors and their quality products they bring to the market, attracting discerning shoppers who buy the best fresh food around. The market enabled the City to collect \$10,544 in City sales tax and \$11,940 in booth fees.

*Special Programs at the Farmers' Market* – In addition to quality vendors and products, City staff made concerted efforts to provide consistent entertainment for all types of visitors. Every week we hired local musicians or bands to play at the market. Some of these entertainers were local professionals. Many times though, we heard and watched students from UNC and local schools perform. To all who performed, we are grateful for their participation as they made the market much more appealing.

Another fun amenity were the kids' activities sponsored by area non-profits. These agencies were allowed to set up a booth and promote their mission while providing a fun activity to the kid customers at the market. The kids who participated in these activities were given a \$2 Kids buck" to spend at any vendor booth at the market. Thus, the vendors made more money, the kids have to shop and learn about area food and local non-profits had a chance to share their mission and purpose with all our customers. This year 838 kids participated and had a chance to purchase a FM item at a program cost of \$1,676.

For a second year, the Market provided a \$2 coupon, or Bear Buck, to University of Northern Colorado students who showed us their student i.d. They were able to use this coupon at any of the vendor booths. About on par with last year, around 90 students took advantage of this benefit at a cost of \$181 to the market.

Supplemental Nutrition Assistance Program (SNAP) Greeley Farmers' Market continues its commitment to serving those who receive federal food assistance benefits. SNAP allows resident to shop at the Market utilizing their benefits and provides an additional revenue source for the vendors. The amount of benefits used at the market this year decreased again to \$2,478. This continues a two-year downward trend. Staff is unsure why there has been a decrease in this program.





# GREELEY FARMERS' MARKET

Double Up Food Bucks (DUFb) – Since 2012, the Market has been able to offer additional incentives to SNAP Customers that increase their buying power. The DUFb program provides customers an additional amount of up to \$20 per market day to match the SNAP benefits they redeem at the market for Colorado produce. This year \$2,153 in DUFb were given to market customers. This was a grant program sponsored by LiveWell Colorado. Since this program is tied to the utilization of SNAP benefits, it was not as robust as last year.

*Facility* – the downtown historic train depot continues to be a charming facility for the summer market. Not only is it historically significant, its shade structure is a wonderful amenity that is unusual for farmers markets. Thanks to City staff, we were able to upgrade the electricity and add several outlets and power for more vendors. Thus, we were able to host vendors who had ready to eat food to enjoy at the market.

The winter market was moved to the Café at Zoe's Event Center ½ half block west of the depot. Thus, capitalizing on the popularity of the summer market and continuing the shopping ritual many of the customers established over the summer. The Café is a wonderful venue to host the market given the great natural lighting, brick walls, stage for the performers and adequate furniture.

To kick off the Winter Market, a local businessperson organized a boutique market (Linen Sky) for one time only. Linen Sky was hosted by Ashley Olsen of Free Leaf Teas (who incidentally started her business by selling at Greeley's Farmers Market). The Linen Sky attracted new customers to the Farmers Market and was a super popular event. All who participated were delighted with the booths, music, venue and customers. It is City staff's hope that we can continue this partnership in the future – at least once a year.

In all 2018 was another record-breaking year with sales, booth fees, and City sales tax growth. Its success is due in part to two part-time Farmers' Market Assistants who staff the market each day. They serve as a resource for vendors and customers alike by hosting the station where customers can use their debit cards to purchase market bucks, SNAP or DUFb. They help vendors set up and break down their booths, collect sales taxes, trouble shoot facility problems, move furniture, host performers, and enforce market rules. They are an invaluable asset to the markets popularity.





# CITYWIDE VOLUNTEER MANAGEMENT PROGRAM



On March 19, 2018, the City of Greeley brought on an AmeriCorps VISTA to assist with the City volunteer program.

**Goal of the Project:** The VISTA was to help develop a volunteer resource that provides structure and guidance for the recruitment, placement, orientation, training, recognition and follow up program for a variety of City operations. Focus areas for volunteer program development included areas of service to and with youth, seniors, recreation, and culture; with the City/University District; and, with the Poudre River Trail Corridor. These City of Greeley volunteer programs will help to increase the quality of life for people that are economically disadvantaged through neighborhood development, and access to recreation and culture opportunities.

**Member Activities:** The VISTA began this project by conducting an inventory of all existing volunteer assignments in the City of Greeley. He interviewed department directors and staff supervisors to discuss volunteer positions and to understand challenges that the program is facing. Without centralized City support, many programs, including Youth Coaching and Natural Areas, cited difficulty recruiting and retaining volunteers. There is also desired and potential volunteer use in Bike Advocacy, Neighborhood Resources and Parks to name a few.

The VISTA researched other municipal and community volunteer management programs for “best practices” that may serve as a model for the recruitment, placement, orientation, training, recognition and follow up program for a variety of City operations. A collection of relevant documents was placed in the U Drive under “Volunteer”. To further understand the scope of volunteerism in Northern Colorado, the VISTA built a relationship with municipal volunteer programs in the Cities of Fort Collins, Boulder, Loveland and the Town of Windsor, along with UNC and nonprofits such as the United Way of Weld County and the Senior Resource Services. This network will help the City of Greeley prepare for challenges and develop a support system for the City volunteer program.

Using the information gathered from online resources and community connections, the VISTA developed a ten-step plan to build the City of Greeley volunteer program:

1. Value the role of volunteers
2. Define rules and expectations
3. Develop volunteer management skills
4. Reduce client and group risk
5. Create clear assignments
6. Develop effective recruitment methods for volunteers
7. Orient and train volunteers
8. Provide effective supervision
9. Make volunteers feel like they belong
10. Recognize volunteer contributions





# CITYWIDE VOLUNTEER MANAGEMENT PROGRAM



The City of Greeley volunteer program saw significant changes and growth in 2018. Continued staff and management support is needed for the program in 2019. Purchase of a volunteer management system is also recommended for better tracking and management.

### Hours and Economic Impact

\*\* Updated as up January 8, 2019, more data forthcoming.  
Expecting about 80,000 hours based on previous years.

UCCC/Art/Museums/Special: 7,417  
Recreation: 21,406  
Youth Enrichment: 2,939  
CPRD Admin (P&R Board): 80  
Parks Division: 1,265  
Victim Advocates (PD): 11,437  
Neighborhood Resource Office: N/A  
Poudre Trail: N/A  
City Clerk: N/A  
Boards and Commissions: N/A  
**Total hours: 44,544**

### Economic impact: \$1.2 million

(The Value of Volunteer Time calculated at \$26.78/hr. Source: independentsector.org)

Staff negotiated the work program for 2019 to build upon the foundation made thus far. Currently, staff is working with United Way of Weld County to recruit and second-year VISTA to implement the next steps for a robust volunteer management program.

