



Neighborhood Resource Office
2016 Annual Report



In 2007, the Neighborhood Resource Office (NRO) was created to coordinate activities sponsored by City staff focused on livability. As such, NRO administers several projects and coordinates several events for the public. This report will highlight the results of those activities for 2016.

The Neighborhood Improvement Grant (NIG) program, administered by the NRO, was created by the City to support neighborhoods by providing grants to help in two general ways. First, by supporting special neighborhood activities, such as block parties and neighborhood clean-up events. NRO helps by printing flyers, helping with permitting processes and giving \$25 King Soopers gift card to offset costs of the event. The second grant provides matching funds up to \$5,000, for construction of

permanent neighborhood upgrades that benefit the whole community. In 2016, eleven neighborhoods received \$25 gift card to support their small neighborhood projects and/or parties. Four neighborhoods applied for larger grants that amounted to \$9,800 to help offset \$39,581 worth in improvements. The four larger funded projects are:

Greater Glenmere Property Owners Association (GGPOA) - was awarded \$2,870.05 matching funds for additional trash barrels installed in Glenmere Park in central Greeley. Due to the parks popularity, barrels were added for increased trash collection.

However, the neighborhood wanted to upgrade the trash receptacles to match the more historic looking receptacles and lighting. Therefore, they paid half the cost of the full \$5,740.10 materials and installation of five additional trash receptacles.



for



Covington Knolls in west Greeley– received \$2,500 match for their \$14,200.00 upgrade in lighting for their neighborhood. They converted all their incandescent, metal halide and high pressure sodium bulbs to LED lighting for future energy efficiency and cost savings.



Westside Baptist Church/Pumpkin Ridge –installed a split rail fence bordering their property within the Pumpkin Ridge neighborhood. They did this for a couple of reasons, to stop the illegal dumping that was occurring on their property and also to improve the look of the entryway into the neighborhood. The cost of the entire project, including volunteer labor was \$7,597.57. Westside Baptist Church was awarded \$2,500 from the Neighborhood Improvement Grant program.



College Green Commons – have made several neighborhood improvements over the years and applied for matching funds to continue irrigation and landscape upgrades. Of the \$12,043 project cost, they were awarded a \$1,800.00 Neighborhood Improvement grant to continue their improvements.

This neighborhood can serve as a role model for other HOAs who want to convert their large bluegrass landscape into a more interesting and water saving landscape.

Community Gardens – are a place where people who don't have space of their own to grow food, herbs, and flowers can rent a plot to do so. There are twelve community gardens in Greeley and their popularity continues to grow evidenced by waiting lists at many of these gardens. The Neighborhood Resource Office manages three of these community gardens by recruiting and orienting gardeners, overseeing maintenance and care of the plots, sponsoring workshops for the gardeners and participating in fundraising activities to benefit all the community gardens in town. The three gardens are at UNC, White-Plumb Farm, and the Clay Center of Northern Colorado.

UNC – this garden was created in 2007 and has 24 plots for gardeners from the immediate neighborhoods, professors, staff and students from UNC.

This remains one of the most popular community gardens in Greeley and is home to many experienced and creative gardeners. Frequently, neighbors and staff from UNC walk throughout the scenic garden for inspiration.

Subsequently, gardeners have experienced theft from their gardens. UNC



Police have been helpful in monitoring this situation. NRO worked asked the City graphic artist to create signs for the garden plots. This helped to reduce the theft. Despite this setback, many gardeners return to their plot year after year creating a very stable gardening community.

Plumb Farm – Due to the interest in the UNC community, the City created a community garden at Plumb Farm in 2008. Currently there are nine plots at this garden, where gardeners plant their produce and flowers in large in ground plots. This is the most western garden in the City and remains popular with residents who live in the northwest part of Greeley.



Clay Center of Northern Colorado – the garden opened in 2012 with eight 4X8 foot raised beds and expanded in 2013 to eight more plots. The community gardens at the Clay Center are used by neighbors in the Sunrise neighborhood and are on the property of a local art center.



Community Garden Collective – coordinated by North Colorado Health Alliance, the Collective is a group of coordinators of all the community gardens in Greeley whose purpose is to

expand gardening to all those who desire it. Plus promote healthy, fresh food to Greeley residents. The Collective works to raise awareness and funds to promote access to fresh food throughout the community. There was an annual Community Garden Tour in August, but NRO did not participate.

Neighborhood Outreach – meetings and events –NRO is responsible for organizing and promoting community to benefit all residents of Greeley by promoting civic engagement, empowerment, resources and celebrations within the community. As such, NRO sponsored three HOA board member trainings, three large community celebrations and promoted a social media blog to connect with neighbors.

HOA workshops - organized and facilitated by NRO, these workshops are intended to teach new HOA board members their rights, responsibilities as board members. These free workshops are taught by associates of the HindmanSanchez law firm who specialize in HOA issues. In 2016 the topics of the workshops were “Success Basics for Board Members”, “Successful Enforcement of Covenants, Rules and Architectural Standards/Guidelines” and “ABC’s of Collections and Foreclosures”. These were very informative and popular with 106 HOA board members attending.



Billie Martinez Neighborhood – in the summer of 2014 significant vandalism occurred at the Habitat for Humanity’s community playground, including burning playground equipment and a fence. Greeley Police believed neighborhood kids were responsible for the damage. In response, NRO convened a group of residents, multi-family property managers, Greeley Police Department to focus on the needs of these kids. Many groups of people came together as a result to provide activities for kids to do in the neighborhood. Additionally, Habitat for Humanity installed more lighting in the community (using the City’s Neighborhood Improvement Grant). Plus, the City installed a walkway between the Habitat community and Island Grove Village Apartments (IGV). IGV then took down the barbed-wire fence that surrounded their community. NRO sponsored a neighborhood celebration of all these improvements in June 2015 where hundreds of neighbors came together.



Continuing to meet in 2016, the Billie Martinez Neighborhood Taskforce expanded membership including several churches, the state probation and parole divisions, Boys and Girls Club, Northern Colorado Youth for Christ, GURA plus all the multi-family apartment complexes in the neighborhood. On July neighborhood celebration Neighborhood Nights There were bike activities, and many local non-profits services. As a result, participating in activities providers. Moreover, the neighborhood dropped.



15th, this group hosted a in conjunction with the CPRD's where over 600 people attended. art activities, a skateboard ramp provided information about their many neighborhood kids started sponsored by local youth service overall crime rate in this Commitment from the

participants of the neighborhood taskforce continues and each month new agencies and people join our efforts.

East Greeley Celebration – in an attempt to replicate the success of the Billie Martinez Neighborhood Taskforce, NRO sponsored a neighborhood celebration in the East Greeley neighborhoods of Balsam Park, East Memorial and Riverview neighborhoods. This celebration occurred on July 9th (which happened to be one of the hottest days of the summer) at Discovery Bay pool – where many local families were fed and able to swim and play together. The City's Community Engagement Office and Greeley Evans Transit (GET), personnel from GPD and fire department, staff from Solida de Sol, and United Way conducted surveys of the participants. Results include: concern about driving behaviors throughout residential streets, more street lighting and yard maintenance. Residents enjoy the park and most have a car. The affordability of housing and the proximity of their homes to their work and school were highlights to the residents.

University District – In 2009, the city and university joined



efforts to promote a renaissance, reinvestment and renewal of the six neighborhoods surrounding the University of Northern Colorado. The focus of this effort was to improve the Live, Learn, Work, and Play experience in the district for residents, business owners and

visitors. In 2016, organizers for the conducted a walking Street restaurants, structures and meeting to gather improvement. Over attended the offered their



the UD tour of 16th historic hosted a ideas for 48 people meeting and suggestions.

Neighborhood Block Parties – numerous residents of Greeley conducted open houses, block parties, clean-up weekends and other activities in support of strengthening their community. As stated above, eleven neighborhoods applied for the \$25 gift card, but city staff believe many more neighborhoods actually organized themselves.

City staff promotes the Nextdoor blog as a powerful tool for neighbors to communicate with one another. Currently, there are 68 neighborhoods in Greeley who are using and/or piloting such a blog. City staff can post announcements on these blogs, but are unable to read what neighbors say to one another, unless staff are actually members of a particular neighborhood. NRO and ACM are members of their neighborhood Nextdoor blogs and can attest to its usefulness, such as finding beloved pets, retrieving stolen property and meeting new neighbors.

A survey of the phone logs in the NRO office revealed the range of engagement the office undertakes. Specific to NRO programs, there were 33 calls for mediation and eleven invitations sent to residents. However, no mediations occurred in 2016. Other calls were general resource questions/referrals – there were 275 such calls. Finally, NRO office took over the management of the Greeley Farmers’ Market in the summer, from that conversion, NRO fielded over 120 calls regarding the market.

Farmers' Market

2016 was a banner year for the Greeley Farmers' Market ("Market") with record sales, diverse vendor participation and more customers. In addition, many changes were made to the Market mid-season, including new management of the Market, numerous accounting improvements and a new location for the Winter Market. The performance of the Market and the changes made are detailed in this report.

The Market has been a popular and consistent event since its inception 24 years ago. For the last 22 years, Karen Scopel managed the Market and shepherded its growth. Karen transferred to another department and Deb DeBoutez took over the management of the Market mid-summer. Because of the timing, most of the Market programming and expenditures were in place. Thus, staff was able to capitalize on past years' success and make additional improvements.

Moreover, the accounting practices for the Market were overhauled based on recommendations from the City Finance Department. Val Scheffer, Office Manager for Community Development, undertook the task of implementing all the recommendations from the Finance Office, which included:

- Elimination cash-based system for reimbursing vendors for redeemed coupons and implementation of reimbursement by check or direct deposit
- Weekly reimbursement to vendors
- Timely reporting and deposit of city and state sales tax
- Education of vendors to accept credit/debit cards at their individual booths
- Creation of a system to quickly and easily track and report total sales, city and state sales tax, booth fees, and other vendor information

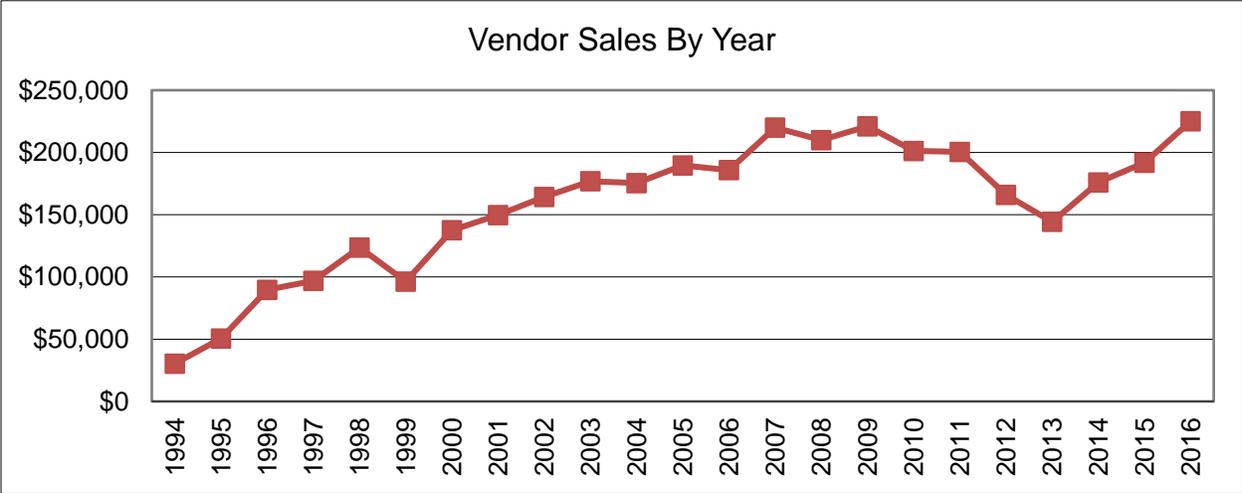


Vendor Sales

Financially, the Market experienced its most successful year in 2016 with the highest total sales in its 24-year history. Total sales for the summer were \$225,141.86, surpassing the previous record set in 2009 of \$221,021.29. Overall, there was an increase in sales at the Saturday summer Market by 17% from the 2015 Market, continuing the trend of sales increases since 2013.

In keeping with prior years, a mid-week Market was held every Wednesday afternoon beginning in July. However, the Wednesday Market was discontinued due to low sales, decreased vendor participation and lack of customer interest.

So far, the 2016 Winter Market has already surpassed sales from past winter Markets by 101%.



Vendor Participation

There were 53 vendors at the Summer Market and thirteen at the Winter Market. A change in management also led to a change in philosophy about the types of vendors at the Market. This was particularly apparent at the Winter Market where vendors were screened and only those growing/raising and or making food were allowed to sell at the market. Thus, there were seven new vendors at the Winter Market. Obviously, this change has brought in new customers because as stated above, sales at the Winter Market have increased significantly from years past.

It should be noted that an increase in number of vendors does not portend an increase in sales at the Market. For example, there were 107 vendors in 2005 with total reported sales of \$189,599.87. In 2016, there were half the number of vendors, with a 19% increase in reported total sales.



Customer Engagement

This year, Denise Dentlinger, a marketing intern at UNC, gathered demographic data about the customers at the Summer Market. She did this by observing and counting at seven different markets and during different hours of the day. Some of the highlights included the wide range of ages of customers who visited the Market. A slight majority of customers appeared to be between 31-60 years. Seventy-five percent appeared to be Caucasian, non-Hispanic, and 25% were Hispanic. More women shop at Market than men. It was difficult to compare peak shopping times at the Market but it appears the peak times are between 8-9 AM and 11-noon.

Denise also asked customers what types of products and activities they would like to see at the Market. Some of the suggestions included more snacks available to eat on site, allow dogs, massages, candy, mushrooms and fresh breads. Thus, management began recruiting vendors to provide these products for future markets and is considering implementing other suggestions.



The vendors at the Market are our customers, too. As such, staff surveyed the vendors towards the end of the season (survey attached). In general, vendors were pleased with the Market venue, day and hours of operation. Many suggested we organize concurrent activities during the Market as a draw to new customers. Several mentioned their concern about the competition from vendors who do not grow their own produce, but instead broker their

food offerings. As a response to these suggestions, the Market management tried to educate the consumer about local growers, working with the City's GIS department to produce a map of growers (map is attached). The map was displayed next to the Market Master's table in the middle of the Market; however, it wasn't used until the end of the season. Next summer it will be used as a tool to educate our consumers.

City staff partnered with Nancy Matchett, PhD, of UNC's Philosophy Department to engage UNC students in the Market. As a result, students met and interviewed several vendors and learned about their growing practices and food production. These students created flyers, brochures, and websites highlighting the potential of the Market. In addition, City staff noticed that several customers of the Market were students of this class. Several ideas from these students will be incorporated into future marketing materials.



Special Programs within the Market

Music and Entertainment

The Market Master, Joe Lee Parker, consistently made arrangements for local and national musicians to play and entertain at the Market during the summer months. Some of these musicians have a devoted following, which brings in their fans. Most are local northern Colorado entertainers and are very talented. Currently, they play for tips as the Market is unable to pay for their services. There are high hopes to be able to pay these first-rate musicians in the future.



Supplemental Nutrition Assistance Program (SNAP)

The Market continues its commitment to serving those who receive federal food assistance benefits. The Supplemental Nutrition Assistance Program (SNAP) allows residents to shop at the Market utilizing their SNAP benefits and provides an additional revenue source for the vendors. The program has grown from its initial amount of \$1,223 in consumer SNAP spending in 2007 to \$3,850 in 2016.

Nutrition Incentive Program

Since 2012, the Market has been able to offer additional incentives to SNAP Customers that increase their buying power. Often referred to as a “double value” incentive, the program provides customers an additional amount of up to \$20 per market day to match the federal benefits they redeem that day specifically for produce grown in Colorado.

This year this program is funded through the Make Today Count Campaign from North Colorado Health Alliance (NCHA) and is now part of the statewide program of LiveWell. LiveWell’s campaign is called Double Up Food Bucks.



Growing Kids Program

A partnership with University of Colorado Health's Healthy Kids Club and Make Today Count Campaign continues with the Growing Kids Program. Various agencies throughout the community sponsored activities focused on kids between the ages of 3 and 9 years. These activities ranged from seed planting to cooking demonstrations, scavenger hunts and creating veggie art. Through the program, participants are engaged and encouraged to make healthy food choices. Many parents expressed how excited they were to see their children excited to eat vegetables. Participating children received a \$2 Kids Bucks coupon that could be used to purchase produce from one of the Market's vendors. However, there was a decrease in redeemable coupons from previous years. Staff will consider ways to improve this program in future markets.



Advertising

Advertising for the Market was one of the biggest changes made by new management. In the past, the majority of advertising dollars were used to purchase advertising in the Greeley Tribune. By the time new management took over, half the advertising budget was expended. Thus, only strategic ads in the Downtown section and front page were purchased. In addition, new ads were placed in The Best of Greeley publication for three months targeting residents in West Greeley. Staff began posting daily messages on Facebook and bought several ads promoting the Market. Towards the end of the summer season, City staff also implemented an Instagram account. These social media sites will be utilized much more effectively in future markets. Money saved from paid advertising will be used to pay for our indoor facilities for the Winter Market.

Additionally, many of the new vendors are confident in their use of social media for advertising and have been integral in promoting the Market as well as fellow vendors. Nearly all of the vendors are active on Facebook, Instagram and other social media venues.

Facility Rental

The outdoor pavilion at 902 7th Avenue is owned by the City of Greeley and the Market “rents” the pavilion in the south parking lot from mid-May to the end of October. This is a perfect location for farmers to bring in their trucks, tents and food. There is also plenty of parking for customers. With the shade structure, plenty of parking and proximity to downtown, this is an ideal location for the Summer Market.

The Winter Market has had several homes during its six years of existence. For the 2016 Winter Market, management entered into an agreement with Zoe’s Café and Event Center to rent, a portion of the venue, Suite 100, as the new location for the Winter Market. Zoe’s is a familiar downtown location and is popular for many city residents. The location is easy to find, being only a half block west of the Summer Market location. Zoe’s offers a terrific street exposure and adequate parking. Sales for this Winter Market have grown 101% from past markets, so this location is thought to be a good site for future markets.



Summary of Greeley Farmers' Market

All in all, the 2016 Market was a success! It is a terrific community event enticing residents to a venue where they can meet and talk with their farmer who is usually also a local. Not only is it a great place to buy the freshest food possible, it's a place and event that builds community. Staff is looking forward to 2017 – the 25th year anniversary for the Market – and all the hope and potential this Market has.

NRO developed a wide network of community partners to create events and inspire commitment to making Greeley a great place to live.

Bike committee – NRO is a member of the City's Bike Advocacy Committee to support bike safety in neighborhoods, connectivity within the City and highlight neighborhood parks. Our first event of the year was the Polar Pedal which continues to gain popularity. This year there were 40 riders on a cold, crisp January Saturday. This committee sponsored several family bike rides throughout the spring and summer, culminating in sponsoring a Neighborhood Nights Movie at Pheasant Run Park where hundreds of people were given s'mores and a chance to win a new kid's bike. In addition, the bike committee sponsored a bike rodeo at District 6's Back to School event in Island Grove Park and we gave away helmets at their Ride for Success event, too. In addition, NRO hosted two Moonlight bike rides on the Poudre River Trail – June 20 with 29 riders and Aug. 18 had 46 riders. In all, this committee of volunteers hosted eleven events where hundreds of enthusiastic riders learned more about the City, its parks, safe routes and bike safety.

UNC Public Health Class infrastructure study – NRO partnered with UNC's School of Public Health to support a class walking audit of the Billie Martinez neighborhood. The class taught by Dr. Danielle Brittain used the Centers of Disease Control tool to assess the "walkability" of the neighborhood. ¹ The students collected and input the data and shared their report with NRO and Weld County Public Health and Environment, who will analyze the quantitative data collected.

G.Town Tours – NRO led many G.Town tours in the past and is stepping back from leading the tours this year. However, NRO made contacts with several businesses to create two new tours for 2016 – the Brewery and Global Markets tours. NRO met with the owners and made arrangements to tour the following breweries – The Tavern, Weldwerks and Brix. NRO, in conjunction with the Communication and Engagement Office, worked with the owners of

¹ Study can be found at U:CMO:deb

several “ethnic” markets to host tours of their establishments. NRO did not participate in this tour. The NRO lead several UNC tours including the Resident Assistants, Faculty and Counselors.

UNC Bears Pay It Forward – over 100 UNC students volunteered to clean-up, rake & bag leaves in residents’ yards, work in Linn Grove Cemetery and on the Sheep draw trail.

EPA’s Local Foods, Local Places Collaborative – UNC received a grant from the EPA to study the City’s local food system. . In taking over the management of the Greeley Farmers’ Market, Deb agreed to co-chair this group with Kevin Cody, PhD from UNC. A large group of people affiliated with the food system was convened. Many suggestions were shared, plus information about the already existing health foods initiatives were illuminated. Results from this study can be found at U:CMO:deb

Creative District – there were two “ Do Tell! Greeley Voices that Inspire” events this year. NRO helped at both by coordinating the volunteers who helped usher, set up the reception, serve at the reception and clean-up. Over 200 people attended this event where locals offered personal stories that inspire.

Another community event sponsored by the Creative District was the AgriCulture Fest and Feast. This year the festival was set-up next to and in conjunction with the Greeley Farmers’ Market. This was a real boon for the market and brought many new and potential customers to the farmers market. Most of the vendors where pleased with the increased sales, but they did not like the extended hours

Good Neighbor class – NRO in partnership with Greeley Police Department (GPD) , conducts the Good Neighbor class is to normalize good neighbor relations. When a resident/guest receives a loud noise ticket of \$1,000, they can have the fine reduced to \$365 by taking this class – held every third Tuesday from 5-6 PM. Over the years, the number of loud noise tickets has reduced, thus the number of people taking the class has decreased, too. In 2016, twenty people attended the class. Here is basic information about the class demographics: the average age is 20.7 years, 90% were male, 75% were UNC students and 60% of the violations occurred in the Cranford neighborhood – mostly on 11th Avenue.

Aims Fall-In – n=123 on 8/24/16 NRO and CEO office shared City resources and events at a back to school fair on a blustery and wet day. Over 100 students/faculty and staff were engaged.

Work with Assistant City Manager (ACM) to shift the G.Town tours successfully to the Community Engagement Office (CEO), continuing team support and backup, particularly with UNC – see above report.

Work with the ACM and CEO to review the marketing and description of the NB2 program to realize larger community awareness of this resource to other departments and the community. CEO and NRO developed a community events calendar where City staff can access, plan and collaborate with one another on events throughout 2017. The calendar is primarily for City staff, but the public can gain

access to it once we promote it. Calendar was developed with the help of IT and the kickoff for its utilization was December 7th.

Summary

The Neighborhood Resource Office provides various services, funds and outreach to improve the livability in Greeley. The highlights include:

- Supported eleven block parties

- Managed four neighborhood improvement grants for \$9,800 worth \$39,581 in improvements

- Oversaw 49 community garden plots/beds

- Hosted 106 attendees at our HOA workshop series

- Organized 600 attendees at our Billie Martinez neighborhood celebration

- Engaged 108 people at our East Greeley pool party

- Led 48 people at our UD walking tour and meeting

- Encouraged and supported 68 neighborhoods participating in the Nextdoor blog

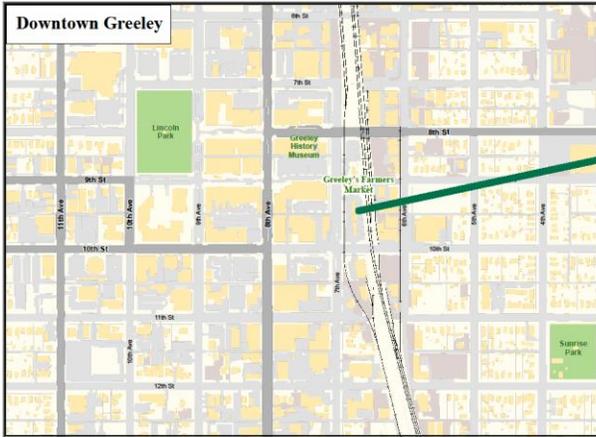
- Oversaw record sales and attendance at the Greeley Farmers' Market

- Provided support for consistent attendance at our local bike events

- Recruited 100 UNC student volunteers for Bears PAY It Forward

- Participated in Aims' Fall-In event where we spoke with 123 students and staff

A busy year for the Neighborhood Resource Office!



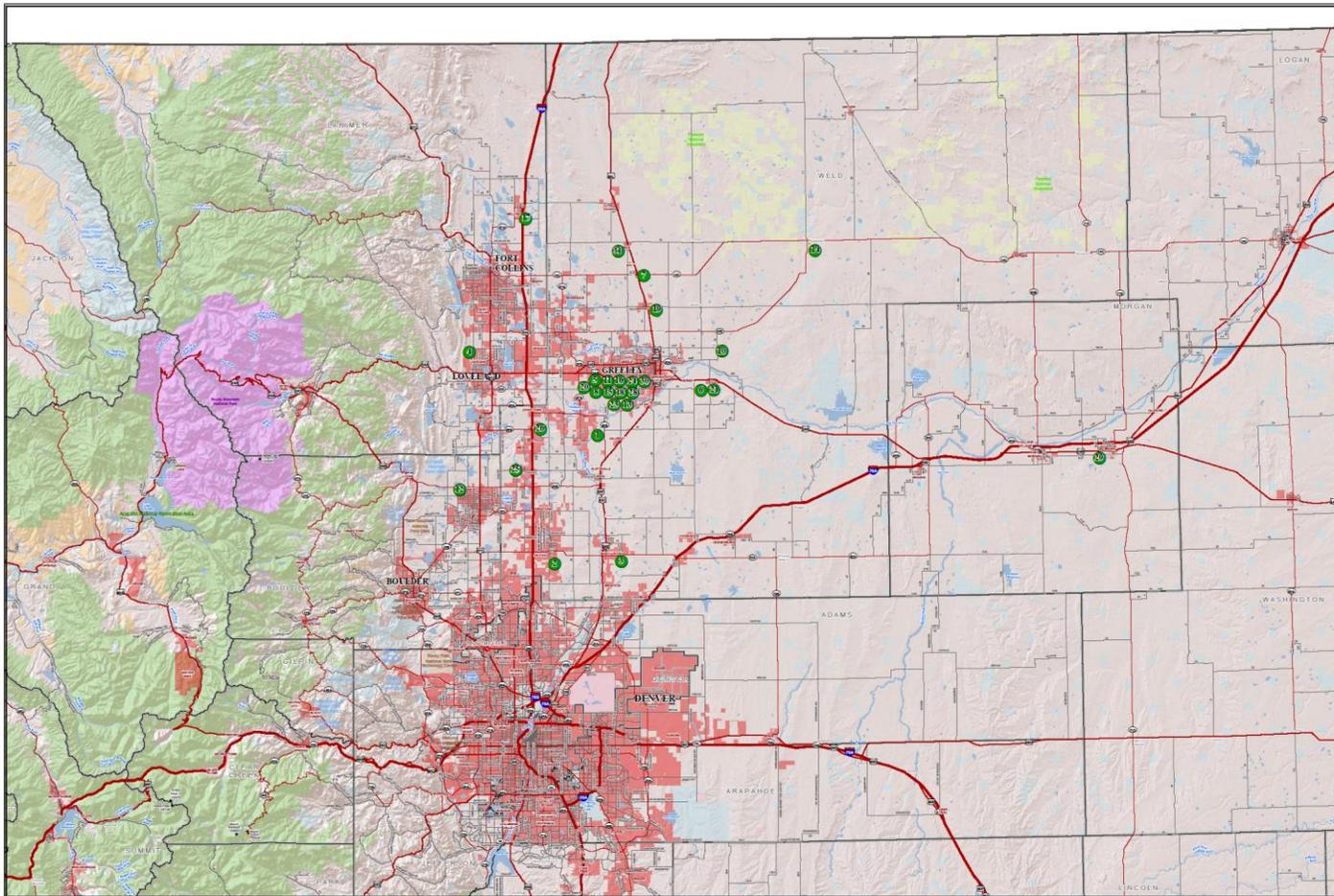
COLORADO FARMS

1. 934 Farms LLC - Milliken
2. Casteneda Chile - Dacono
3. Clark's Apiaries, LLC - Fort Lupton
4. CO Fresh Produce - Loveland
5. Country Sunshine Jams - Greeley
6. Croft Family Farms - Kersey
7. D & H Farms - Ault
8. Dave's Best Salsa - Greeley
9. Dominguez Farms - Ovid
10. Eden Herbs and Flowers - Gill

* Not shown on the map

COLORADO GROWN

Saturday 7:30am - Noon



Sources:
 Shaded Relief: ESRI, USGS
 Hydrography, Cities, Transportation: CDOT
 Land Ownership: BLM
 Map Update: 2015

Legend	Highways	Cities	Land Ownership	Other Producers
Farmers Market Farms	Interstate	Incorporated City/Town	Bureau of Land Management	Fresh (over 14,000)
	Major Road	Unincorporated Town	Bureau of Reclamation	County Boundary
	State		Military Reservation	State Boundary
	County		National Grasslands	
			National Park Service	
			US Fish and Wildlife Service	
			Other Federal	
			State, County, Other City Lands	





Greeley Farmers' Market 2016 Vendor Survey

1. What is your favorite thing about the Greeley Farmers' Market?

2. What ways can we improve the market for you?

3. Do you promote the market beyond our efforts? How?

4. Do you think we should postpone the Summer Market opening until the first of June 2017?

5. If not, what products can you provide in May 2017?

6. Should we change the hours of the Greeley Farmers' Market?

7. Several customers bring dogs to the market. The Weld County Health Department only objects to having pets around prepared food and the servers of such food. The City of Greeley does not allow dogs in parks, but the train depot is not technically a park. Should we allow dogs at the Greeley Farmers' Market? Please elaborate

8. What type of food/vendors are we missing at the Greeley Farmers' Market?

9. Would you recommend the Greeley Farmers' Market to other potential vendors?
Why? _____

10. If we expand the market to include more products and activities (for example, cooking demonstrations, kid's activities, art sales, flea markets, car shows, ethnic celebrations) how would this affect you?

11. Please tell us anything more that would help us improve the Greeley Farmers' Market?

Thanks so much for your valuable insight!

