

Neighborhood Resource Office – 2017 Annual Report

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Neighborhood Resource Office

2017 Annual Report

Created in 2005, the Neighborhood Resource Office (NRO) coordinates activities that focus on Healthy Neighborhoods in Greeley. Healthy Neighborhoods are one of the objectives listed under City Council's Priorities. The following is a detailed report on the activities NRO sponsored, organized and promoted to meet Councils' goals.

Neighborhood Improvement Grants (NIG)

The NIG program has \$10,000 to allocate to neighbors who implement a project that improves their neighborhood and benefits the entire community. In addition, neighbors can simply organize a block party and receive \$25 to offset costs associated with that gathering. Several neighbors inquired about the bigger Neighborhood Improvement Grants, which awards up to \$5,000 per neighborhood per year for neighborhood improvements. Four neighborhoods submitted an application. NB2 awarded three neighborhood improvement grants:

First, \$1,000 award to Riverview Farm HOA for fence repair around perimeter, especially visible from US Hwy 34. The neighborhood HOA contributed \$1,695.21. The total cost for the improvements were \$2,695.21



College Green Corner contributed one-half of the \$5,563 total improvement costs to match the NIG of \$2,781.50 for continued water conservation landscape changes. These upgrades and improvements are visible from two main arterials in the City and therefore are important to the aesthetic of the City and the ethic of good water management.



Thanks to their neighbors to the west (College Green Corner), Terrace Green HOA applied for and received \$2700 for landscape improvements along 16th Street. They eliminated some dead grass and dying trees and replanted with more appropriate landscaping along a busy City corridor. The total cost for the project was at least \$6,200.



We received one application from West Point Condo Association for \$1,625 to replace trees within their community. The City Forester and I met with the HOA management about this request. Upon

inspection, we denied their application based on two issues: their plan to remove the trees and install rock instead and that the proposed area was not visible to the wider community and therefore, not considered beneficial for the whole community.

Due to the imminent threat of the Emerald Ash Borer, \$3,318 rolled over to Forestry for tree planting in right-of-ways. In addition, a Citywide effort to educate residents about this pest and the treatments will be undertaken in 2018. Thus, \$9,899.50 of the \$10,000 NIG was awarded, which spawned investment of at least \$17,776 in neighborhoods. Perhaps as important, this grant helped neighbors come together to invest in their community be it monetarily, volunteering or just socializing.

This year there was a decrease in funding requests for neighborhood block parties. However, this does not mean that fewer neighborhood groups gathered. For example we know the Glenmere, Owl Ridge, and Poudre River Ranch neighbors gathered together at least once in the year, but none applied for the block party gift. Four \$25 gift cards sent to enrolled neighborhood block party participants.

Community Gardens

For nine years, the Neighborhood Resource Office has managed UNC and Plumb Farm Community gardens. There are 24 and 9 plots, respectively. In 2012, the community gardens at the Clay Center of Northern Colorado came on board with an additional sixteen garden beds. These three gardens are a part of a Citywide Collective of community gardens. There are nine other community gardens managed by various groups. This year marks the first year that some of the plots were fallow. In fact, for the first time ever, two plots at the popular UNC garden were abandoned and NRO was unable to find someone to care for them.

Additionally, the community garden collective was loosely held together by the efforts of North Colorado Health Alliance staff. Due to their funding changes, their staff was no longer able to commit the time and/or energy into planning events, publications and promotion of the community gardens. Hence, several community gardens in Greeley had empty plots and were a burden to care for.

Nonetheless, for the gardeners who adopted the plots (and most of the gardeners were returning gardeners), 2017 was a good year with plenty of sunshine, lots of rain and great yields. For the most part, theft was lower than years past, too.

Neighborhood Outreach

In 2017, the Billie Martinez Neighborhood Taskforce met monthly. Here are the highlights from the neighborhood – Island Grove Apartments replaced floors and re-painted the exterior buildings;



Mission Village Apartments opened and filled up; UNC MPH class shared results of an environmental assessment of the neighborhood; the Guadalupe Apartments opened; GPD hosted “Coffee with a Cop” at the Rodarte Center; the Grand Opening for the Transit Center happened on Sept. 8th in conjunction with the neighborhood celebration where over 350 people attended the celebration and over 100 visited the Transit Center; Rodarte changed their name to “Rodarte Community Center” and capped their kids program at 300. Neighborhood Resource Office facilitates communication between these agencies and partners.



East Greeley Neighborhood – on July 14, the Neighborhood Resource Office sponsored an open swim and neighborhood celebration at Discovery Bay for residents in East Greeley. Far fewer City Departments participated in this event than last year, but water conservation and the Greeley Police Department were there. So were 76 residents who enjoyed the pool, a light meal and entertainment by Mr. Bonez.



University District - In August, City staff focused efforts on UNC Student leaders to provide first-hand information about neighborhoods around the University. ACM Becky Safarik led a walking tour of 30 students around the local businesses to the north of the University. These students were surprised to learn about a Barber shop that also has a full service bar, a small grocery store (since closed), a French bakery, a hippie-clothing store and many specialty food restaurants along with Greeley's only mosque. Staff also tried to dispel any rumors or myths about the City during this tour and answered questions from the students.



In lieu of another newsletter, City staff promotes the Nextdoor blog as a powerful tool for neighbors to communicate with one another. Currently, there are 95 neighborhoods in Greeley using this service, up from 68 last year. City staff can post announcements on this blog, but are unable to read what neighbors say to each other, unless staff are actually members of particular neighborhood. Many staff members are also members of their respective Nextdoor blog sites and can attest to their usefulness such as finding a beloved pet, retrieving stolen property and meeting new neighbors.

A survey of the phone logs in the NRO office reveal the range of engagement the office undertakes. Specific to NRO programs, there 241 calls regarding the Farmers' Market (double from last year), 209 miscellaneous calls, 53 calls about community gardens, 38 calls regarding neighborhood meetings, 28 inquiries about our community mediation program (twelve invitations were sent, zero mediations took place), eleven calls about the Neighbor Labor program (one application was submitted) and nine calls regarding the neighborhood improvement grant program.

Farmers' Market

For 25 years, Greeley Farmers' Market has been bringing the community together by hosting farmers/ranchers and local food producers in order for Greeley residents to meet and buy from them. Since 2013, the market sales have grown, the number of vendors have increased and the number of customers seem to have grown, too. Most of the vendors are returning vendors with several new ones joining us. This year we have added paid musicians to entertain us and provided a sponsored activity for kids to do while their parents enjoyed the market. The following details the progress of the Market.

Vendor sales – Sales for the 2017 Farmers' Market was up 22% breaking records and topping last year's successes. Total sales for the year were \$286,094.63. Summer sales were \$248,302.46 and fall/winter sales were \$37,792.17. As compared to 2016, total sales were \$224,452.70, with summer sales of \$187,055.17 and fall/winter sales of \$37,397.53. This enabled the City to collect \$9,553.57 in City sales tax; add that to the \$9,210.00 in booth fees and Greeley Farmers' Market contributed \$18,763.57 to the City treasury while helping our vendor/neighbors earn their living.

Vendor participation – There were 60 vendors at the summer and/or fall/winter markets. These vendors are mostly from Weld County and all but one were from Colorado. Making the Greeley Farmers' Market *the* place to buy the freshest food in town as most of the produce is picked early that morning or the day before and livestock was born & raised in Weld County and fed native grasses.

Customer engagement – The city employed many aspects of advertising to promote the Farmers' Market. The following table highlights the larger expenditures:

Rocky Mtn. Publishing – Bounty	\$897.00
Visit Greeley – Tribune publication	250.00 for four quarterly publications
Greeley Tribune ads	2,006.00
Bandwagon Oct. issue	200.00
KFKA 3 months (June, July, August)	750.00
Lamar – billboard on HWY 34 westbound (Aug. – present)	1205.00
2017 Farm Fresh Directory	25.00
Facebook ads	583.27
Total	\$5916.27

Special Programs within the market

Music and Entertainment – every week this summer a local musician played at the Farmers' Market. This year, the market was able to pay for their performance. The musicians were a dependable source of entertainment and certainly enhanced the "Bistro experience".

Supplemental Nutrition Assistance Program (SNAP) – Greeley Farmers' 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 amount of benefits used at the market this year decreased from 2016, to \$3,347.00 from \$3,850, respectively. Staff is uncertain

why this occurred. One reason may be a local grocery store was able to provide Double Up Food Buck incentives, thereby competing directly with the 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 Double Up Food Bucks (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, \$2,689 in DUFb were given to the market customers. This is a program sponsored by LiveWell Colorado who along with North Colorado Health Alliance provides the funds to reimburse the Greeley Farmers' Market.

Kid's Activities – Improving upon the past successes, weekly kids activities were sponsored by area non-profits. The following are the sponsors: School District 6 Nutrition Services, CSU/Weld County Extension Services – 4H, Banner Health Wellness Center, High Plains Library District, City of Greeley Natural Areas/Open Spaces division, LeeAnn's Closet, Northern Colorado Clean Cities, Weld County Dept. of Public Health and Environment - Cooking Matters, and North Range Behavioral Health. Each week one of these non-profits provided a table and activities for kids to do and learn. For every child who participated, they were given a \$2 "kids bucks" coupon to buy any product at the Farmers' Market. This year over 605 children participated, generating \$1,211 in sales.

Bear Bucks – new this year, an UNC student checks in with the market master to receive a \$2 coupon to purchase from any vendor at the market. Staff did not promote this benefit widely and it was only used by 100 students for a cost to the market of \$200.

Facility – the downtown historic train depot continues to be a sufficient facility for the summer market. This year we had several vendors who needed electricity for their booth and we worried about over-capacity. Luckily, that did not happen, but we also had to limit the number of vendors who needed electricity. Thus, we worked with Public Works and Greeley Urban Renewal Authority on adding lines to the shelter. This work is scheduled for winter 2018.

The winter market continued at Zoe's on 10th Street. We rented the small room off 10th Street and managed to draw enough vendors to fill the room. However, attendance by the vendors was spotty and the market sales suffered. Staff is strategizing on better marketing, better variety of vendors and perhaps a different location.

2017 was the 25th Anniversary of Greeley Farmers' Market and marked record growth and participation by vendors, customers and activities. As such, the market has grown to the point where four staff are working part-time to support it. The market is so busy that two personnel are needed to work with vendors on set up, facility management, coupon purchases and answering questions. One person is needed to account for the coupons purchased, make deposits, pay the vendors for their participation and track all the paperwork that is needed. The market manager spent 40% of her time on Farmers Market issues, be it screening vendors, following up on communication with them, marketing, problem solving and supervising staff. This is a special event every Saturday and staff is concerned about sustaining the progress made, much less continuing with the market's growth.

Visual highlights from the market:







As for Performance Measures, under the auspices of the Assistant City Manager, the Neighborhood Resource Office and Greeley Farmers' Market are surmised under Measure #13011, please see table below:

R#	Measure #	Measure Description	Target	2017
40	13011	Categorize and track neighborhood contacts by type of engagement and service	510	1,273/phone calls, HOA trainings, parties & mtgs; 732 riders at bike events 97 participants on NRO led bus tours 2,102 contacts
	13011	Sponsor HOA Board member trainings and track number of citizens participating	3 meetings/60 citizens total	3 meetings/ 117 citizen's total
	13011	Sponsor neighborhood area gatherings and track citizens participating	4 gatherings/400 citizens in total attendance	4 neighborhood gatherings/487 citizens participating
	13011	Conduct general outreach about NRO and the Farmers' Market	50 citizens contacted	3,206 Facebook followers
	13011	Administer Neighborhood Improvement Grands and track neighborhoods participating and funds expended	2 neighborhoods/90% of funds	3 neighborhoods/64% given to them; 33% transferred to Forestry to plant trees in the right of way
	13011	Distribute Neighborhood Activity Gift Cards to separate neighborhood groups that sponsor their own block party/meeting and track number of neighborhoods and funds expended	12 neighborhoods;\$300	4 cards for \$100