

## What Works? Neighborhood Communications Survey Results

### Highlights and Recommendations

1. According to respondents, National Night Out and meetings with high-profile and possibly contentious topics were tied for mentions of bringing biggest crowds. These were followed by Movies in the Park and Cleanups.

- In regards to neighborhood associations hosting National Night Out, we recommend that:
  - Neighborhood Associations focus on strategies that help residents understand that the neighborhood association exists, and what benefit it serves within the community.
  - Neighborhood volunteers also focus on strategies during NNO that will encourage future engagement by neighbors: e-newsletter signups, signup opportunities for very discreet/tangible/short-term future volunteer opportunities (not meetings, but maybe litter pickups, flyering, etc.)
- In regards to contentious meetings:
  - Work with liaisons to brainstorm a process, facilitation strategies and meeting logistics that will make neighbors will consider learning more about the association beyond their single issue, and possibly volunteer for discreet events in the future.
- *Consider prioritizing events that have city-wide recognition and city support.* Let governmental agencies do some of the heavy lifting and focus your efforts on maximizing your visibility and participation during the event. These events also each offer staffing to coordinate and advertise the events, and provide either direct funds or other amenities to the event itself.
  - National Night Out is a partnership between Office of Neighborhood Involvement's Crime Prevention Office and the Portland Police and Fire Bureaus (and also Parks and Transportation in regards to waiving permit fees). ONI coordinates lists of the projects, sends staff, police and fire trucks to meetings, and broadly advertises the event through networks beyond the individual neighborhood associations.
  - Movies in the Park is coordinated by Portland Parks and Recreation's larger "Summer Free for All" program that brings together city and federal funding for free activities all summer long. Parks advertises their programming using funds from large corporate sponsorships, thus bringing in big crowds.
  - Cleanups are supported by Metro and the Bureau of Planning and Sustainability. They coordinate city-wide lists, advertise to some extent, and also provide direct funding for cleanups beyond anything the neighborhood association can afford on its own.

2. Nearly half of respondents acknowledged using a combination of digital and non-digital media, along with sharing information via other networks within the community as the best way to reach their neighbors. We recommend that each neighborhood association be strategic in using multiple methods for reaching neighbors and carefully aligning messaging and timing of their digital and non-digital media.

## Summary of Data

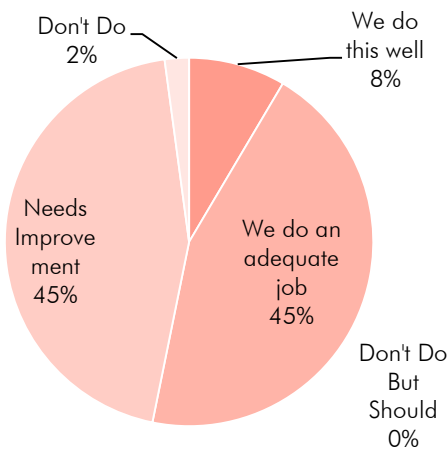
Total Responses – 47

Responses by neighborhood (17 neighborhoods participating):

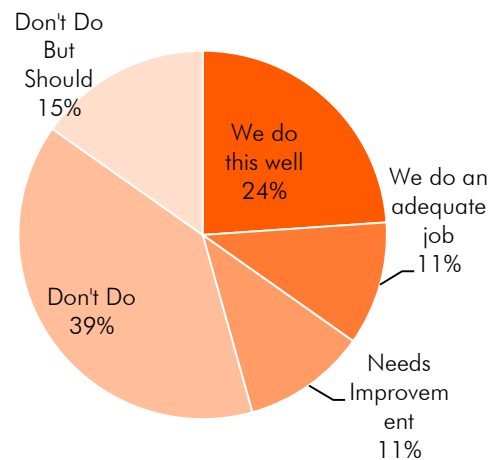
Ardenwald – 1	Hosford-Abernethy – 1	Reed – 2
Brentwood-Darlington – 10	Kerns – 2	Richmond – 4
Brooklyn – 0	Laurelhurst – 3	Sellwood-Moreland – 4
Buckman – 1	Montavilla – 2	South Tabor – 0
Creston-Kenilworth – 1	Mount Scott-Arleta – 2	Sunnyside – 4
Eastmoreland – 3	Mount Tabor – 0	Woodstock – 2
Foster-Powell – 3	North Tabor – 2	

Answers to: Rate your Neighborhood Association’s use of the following communications methods. If your neighborhood association doesn’t use that method, mark "Don't Use," or "Don't do this but think we should."

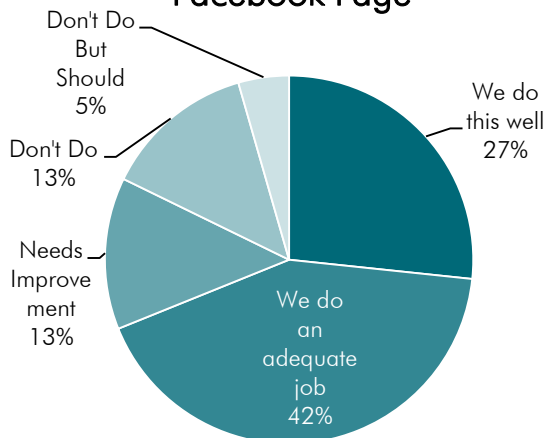
### Neighborhood Website



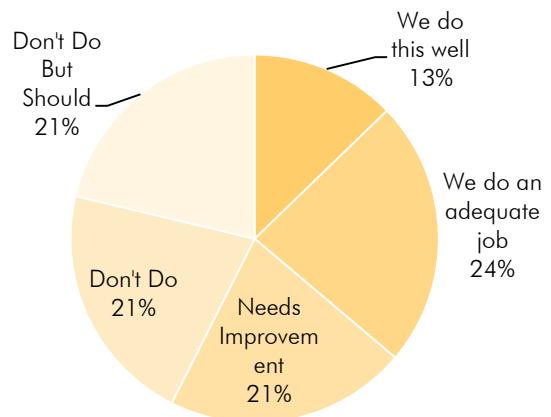
### Print Newsletter

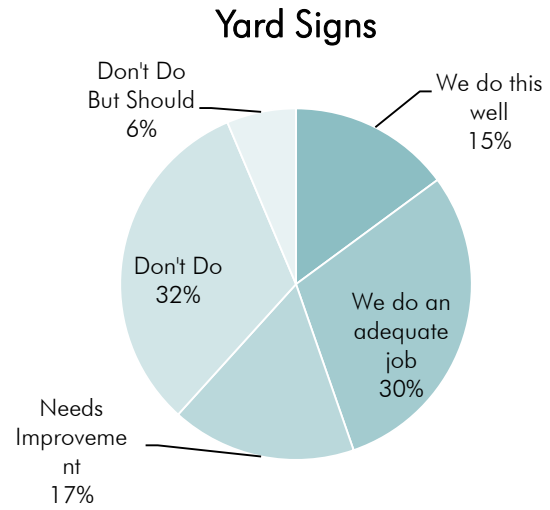
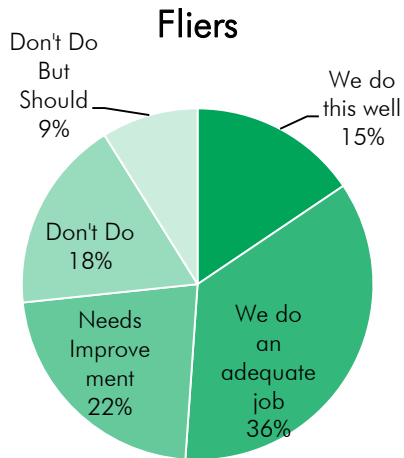


### Facebook Page

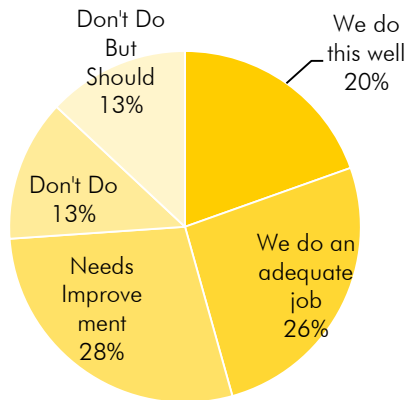


### E-newsletter



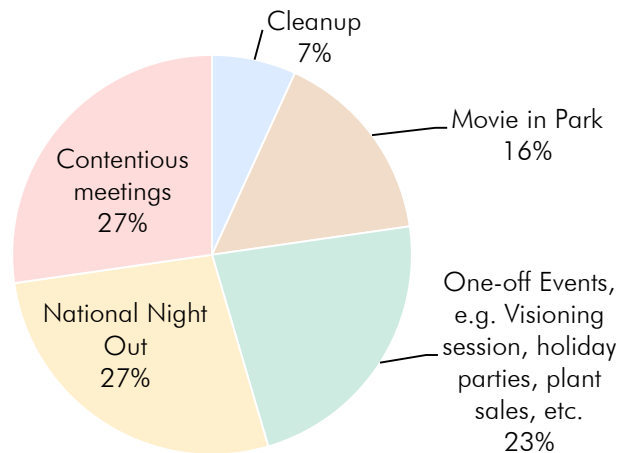


### Outreach Events

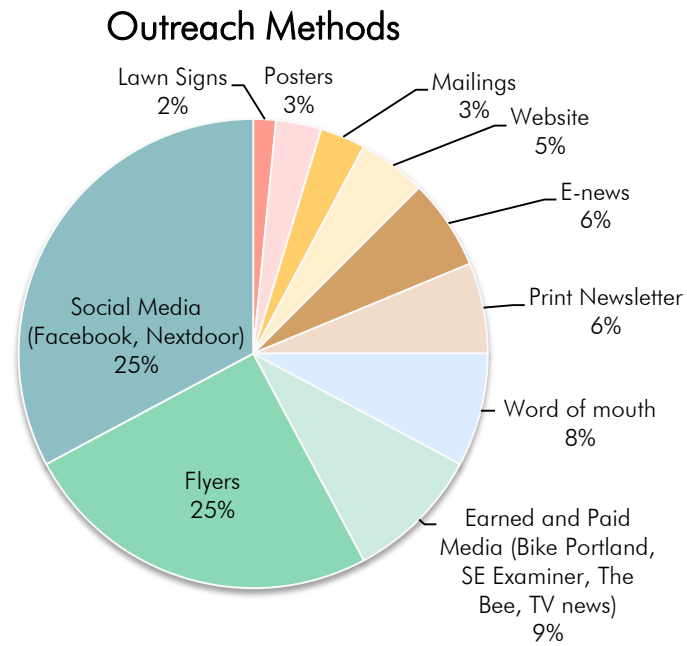


**Question:** Which events had the biggest turnout in the past year?

### Events with Biggest Turnout



**Question:** What outreach method(s) do you think lead to these events having a big turnout?



**Question:** What types of non-digital communication strategies seem to work best for you?

