

# ONEN Board Goals and Action Plan

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2014 & 2015



**Adopted: 3/13/2014**  
**Updated: 8/13/2014**

As a board, we chose to highlight four primary categories of impact:

- 1. Historic Neighborhood Integrity**
- 2. Safety**
- 3. Neighborhood Communication**
- 4. Participation**

We selected these given the direction of the master plan and the input of neighbors in the neighborhood survey (April 2012). We recognize that there are many other worthy categories, but that given the nature of our all-volunteer board, we do not have the resources to tackle them all. Therefore, we will focus on the four topics below and will incorporate others only after we have made significant headway with the goals under the first four.

**1. Historic neighborhood integrity**

**Goal:** Continue to make streetscape improvements (e.g., curbs, sidewalks, medians, lighting, trees, neighborhood entrance sign on Nevada, intersection street signs).

<b>Tactic Name</b>	Continuation of Tree program as it currently exists
<b>Target Audience Segment</b>	Those ONEN neighbors needing to plant trees
<b>Goal to be furthered</b>	Continue to make streetscape improvements (e.g., curbs, sidewalks, medians, lighting, trees, neighborhood entrance sign on Nevada, intersection street signs).
<b>Begin date</b>	Ongoing
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Determine yearly budget for Trees. Identify staging location for trees</li> <li>2. Place order with Trees Across Colorado</li> <li>3. Announce incoming trees to neighbors &amp; prioritize requests sent to trees@oldnorthend.org</li> <li>4. Receive trees on Arbor Day</li> <li>5. Stage trees at a central location</li> <li>6. Neighbors pick up trees or we deliver if they require assistance</li> <li>7. Watering and planting directions distributed with trees</li> <li>8. Map location of planted trees for evaluation later</li> <li>9. Photos taken with tree recipients or their homes</li> <li>10. Focus on areas of the neighborhood that don't participate as actively as we hope. This is a recruitment and publicity tool.</li> </ol>
<b>Budget (time or money)</b>	Review each year and set estimated budget for Trees. Consider small fee for each tree if budget is constrained
<b>How we'll assess success</b>	Number of trees planted, number that survive. New members attracted. Feedback from neighbors and number of donors that elect to contribute to the tree program on top of their dues.
<b>Person responsible</b>	Amy Radding
<b>Tactic Name</b>	Continuation of sidewalk replacement/shaving program as they currently exist.

<b>Target Audience Segment</b>	Those ONEN neighbors needing to replace sidewalks
<b>Goal to be furthered</b>	Continue to make streetscape improvements (e.g., curbs, sidewalks, medians, lighting, trees, neighborhood entrance sign on Nevada, intersection street signs).
<b>Begin date</b>	Ongoing
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Determine yearly budget sidewalk replacement and shaving</li> <li>2. Verify participation with Groninger Concrete (Replacement) and Precision Concrete Cutting (Shaving)</li> <li>3. Announce program to neighbors &amp; prioritize requests sent to admin@oldnorthend.org</li> <li>4. Provide list to Groninger and PCC to provide estimates</li> <li>5. Approve ONEN portion of both lists</li> <li>6. Contractor coordinated payment from each homeowner</li> <li>7. Announce to neighborhood when sidewalk work will occur</li> <li>8. Map location of new sidewalks for evaluation and credit later</li> <li>9. Photos taken with recipients or their homes (make it more personal)</li> <li>10. Focus on areas of the neighborhood that don't participate as actively as we hope. This is a recruitment and publicity tool. Ideas include (neighbor contact, flyer on programs available, possible city funding etc.) on N Weber where entire sections of sidewalks are missing and close proximity to Steele grade school</li> </ol> <p>2014 Program: 11 sidewalks replaced, 1 shaved. Total spent just under budget of \$4,300</p>
<b>Budget (time or money)</b>	Review each year and set estimated budget for sidewalks replacement & shaving.
<b>How we'll assess success</b>	Number of Priority 1 & II sidewalks on the PPRTA backlog. New sidewalks added. Feedback from neighbors and number of donors that elect to contribute to sidewalk program. New sidewalk installation where none previously existed specifically on Weber.
<b>Person responsible</b>	Terry Darby

<b>Tactic Name</b>	Investigate adding ADA ramps to the Sidewalk Improvement Program
<b>Target Audience Segment</b>	Those neighbors & medians with curbs instead of sidewalk ramps. All walkers, especially handicapped and parents with strollers.
<b>Goal to be furthered</b>	Continue to make streetscape improvements (e.g., curbs, sidewalks, medians, lighting, trees, neighborhood entrance sign on Nevada, intersection street signs).
<b>Begin date</b>	2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Consulted with Groninger to determine cost of curb replacement with sidewalk ramps (~\$3000)</li> <li>2. Contact city to determine if any funds or city action is available particularly for medians. Also determine if permits or permission is required</li> <li>3. Review costs and expected activity with ONEN Board to determine if financially feasible</li> </ol>

	4. If goes forward then modify Sidewalk improvement program text on the ONEN web site accordingly to include this program
<b>Budget (time or money)</b>	A few hours of contact time followed by possible budgeted expense by ONEN. Some hours to modify text of Sidewalk Improvement program
<b>How we'll assess success</b>	Number of ramps replaced
<b>Person responsible</b>	Terry Darby/ Becky Fuller

<b>Tactic Name</b>	Historic lighting
<b>Target Audience Segment</b>	Sections of the neighborhood without historic-looking street-lights
<b>Goal to be furthered</b>	Continue to make streetscape improvements (e.g., curbs, sidewalks, medians, lighting, trees, neighborhood entrance sign on Nevada, intersection street signs).
<b>Begin date</b>	Began political outreach 2013. Ongoing process.
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<p>With the approval of the ONEN Board, two members of the Historic Preservation Committee (HP Committee) began an investigation into mechanisms to bring more street lights to the neighborhood:</p> <ol style="list-style-type: none"> <li>1. A Metropolitan Improvement District for the ONEN was investigated but not recommended by the City. Rationale: A Metropolitan Improvement District is tailored to new developments.</li> <li>2. In process: Jan Martin and Jill Gaebler, Colorado Springs City Council, have been contacted to discuss the possibility of changing the city ordinance governing Local Improvement Districts from 75% property owner support to 50% support. This would be in keeping with the Metropolitan District requirement found in the newer neighborhoods. Rationale: Due to the City budget cuts, neighborhoods must champion the amenities they want. The 50% support would better enable older neighborhoods to work on initiatives to benefit their areas. (City Council will still make the final decision.)</li> </ol> <p>Outreach to city council members individually did not yield return calls. ONEN spoke during citizens' comment at city council meeting in late January 2014 (Bob Loevy and Pat Doyle). Council woman, Jill Gaebler arranged for the change to LID policy to be discussed at an informal council work session on March 10, 2014. ONEN attended but was not allowed to testify. Awaiting feedback on the results of that session</p>
<b>Budget (time or money)</b>	<ul style="list-style-type: none"> <li>• If ONEN decides to pursue historic-looking streetlights, it is suggested that neighbors be surveyed as to their level of support and participation in the effort. If the initiative(s) were to pass, property owners would pay the cost of the streetlights.</li> <li>• At present, a zero budget, but if historic-looking streetlights are pursued in the future, there would be communication costs in the form of petition cards and pertinent information sent to neighbors (flyers, postcards, coffees).</li> </ul>
<b>How we'll assess success</b>	1. City Revises policy on Special Improvement District to only require 50% to bring to council for approval

	2. ONEN is able to identify an area of the neighborhood interested in historic street lights, creates the appropriate improvement district and get city council to approve said district and lights are installed.
<b>Person responsible</b>	Bob Loevy and Pat Doyle (HP Committee)

<b>Tactic Name</b>	Neighborhood entryway signs
<b>Target Audience Segment</b>	All of ONEN
<b>Goal to be furthered</b>	Continue to make streetscape improvements (e.g., curbs, sidewalks, medians, lighting, trees, neighborhood entrance sign on Nevada, intersection street signs).
<b>Begin date</b>	First entryway completed in May 2013; second entryway sign process— was begun summer 2013 and will be completed in the spring of 2014.
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<p>1. The first entryway was completed in the spring of 2013 and installed in the median at Nevada Ave. &amp; Uintah St. The cost was approximately \$16,000.00. The second entryway is in process:</p> <ol style="list-style-type: none"> <li>1. Collect Materials: We have the stone, the grates, and have selected CSI to fashion the other wrought iron components. We are in the process of selecting a company to create the basic structure of the sign. Gordon’s Signs will duplicate the original sign face. The same stonemasons will do the work, and Vic Appugliese will again be the project installation manager.</li> <li>2. Identify Location: A place in the median at N. Nevada Ave. and Lilac St. has been chosen with the help of a landscape architect who works for City Parks and guided by a Springs in Bloom executive.</li> <li>3. Obtain City Approval: In November 2013, the City Parks Board granted approval for ONEN to install the second entryway at N. Nevada Ave. and Lilac St.</li> <li>4. Obtain Funding: ONEN Board to determine how much if any ONEN can contribute from current funds. Budgeted \$12,000 in the 2014 Budget during December Meeting. Sign not fully approved until costs finalized.</li> <li>5. Finalize all cost estimates with all contractors involved (Done= \$10,978)</li> <li>6. Obtain Board Approval: \$12,000 was approved for sign by a 10-0 vote at the Jan 2014 ONEN Board Meeting.</li> <li>7. Begin Construction: Received go ahead from city that they are done with planned landscape improvements and bridge work is complete in early July 2014. Began work on July 4<sup>th</sup> 2014</li> <li>8. Time Capsule project- gather neighbor stories and pictures and place in a 100 year time capsule.</li> <li>9. Dedicate Sign (July 26, 2014)</li> <li>10. Celebration held at Navajo Hogan after sign dedication (ONEN Purchased food for ~50 attendees, \$246. Navajo gave us a 20% discount on food.</li> <li>11. Pay Final Invoice (Done: August 11. Ric, CSI)</li> </ol>

	12. Tally Final Costs (Pat & Vic)
<b>Budget (time or money)</b>	\$10,978. Complete estimate available from Pat Doyle. Less than first sign based on projected lower costs for the basic structure, ironwork, and stonemason costs for work on the first entryway.
<b>How we'll assess success</b>	Installation of sign. Include neighborhood satisfaction with the signs in the next survey. Look at membership numbers after installation, especially in the northern part of our neighborhood that is disenfranchised. Monitor web traffic and facebook likes.
<b>Person responsible</b>	Pat Doyle, Bob Loevy, Vic Appugliese-Project Manager (HP Committee)

<b>Tactic Name</b>	Traffic signal intersection street-name signs
<b>Target Audience Segment</b>	All of ONEN
<b>Goal to be furthered</b>	Continue to make streetscape improvements (e.g., curbs, sidewalks, medians, lighting, trees, neighborhood entrance sign on Nevada, intersection street signs).
<b>Begin date</b>	Requests for information 2013; awaiting cost estimate to present to Board for a vote; will proceed accordingly.
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<p>1. By the spring of 2013, all of the black and white street-name signs with the neighborhood identifier on black, powder-coated poles had been installed throughout the neighborhood.</p> <p>2. The remaining signs will be installed at the major traffic signal intersections throughout the neighborhood. The signs will be larger and the equipment needed to install them larger.</p> <p style="padding-left: 40px;">a. The City has informed us that the black and white signs with the identifier to be located at traffic signal intersections are within code.</p> <p style="padding-left: 40px;">b. Because of the size of the neighborhood identifiers and the larger size of the intersection signs, we will need to work with the City to incorporate the identifier with the larger black and white street-name sign. As we work with the City's sign department, various ideas will be investigated and brought to the attention of the ONEN Board.</p> <p>Del Norte and Cascade is not being done until the traffic signal poles are replaced to avoid rework by the city. No time table yet on when those traffic signals will be replaced.</p>
<b>Budget (time or money)</b>	TBD: We're awaiting a cost estimate from the City.
<b>How we'll assess success</b>	Installation of signs. Survey and Feedback from neighbors
<b>Person responsible</b>	Pat Doyle and Bob Loevy (HP Committee)

**Goal:** Increase interest in historical preservation and upkeep using code, neighbor encouragement, education, advocacy, tax credit workshops, among others.

<b>Tactic Name</b>	Upholding Historic Nature of Neighborhood
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<p><b>Target Audience Segment</b></p>	<p>All of ONEN</p>
<p><b>Goal to be furthered</b></p>	<p>Increase interest in historical preservation and upkeep using code, neighbor encouragement, education, advocacy, tax credit workshops, among others.</p>
<p><b>Begin date</b></p>	<p>1957 (under the North End Homeowners Association) &amp; continues under the same association now know as ONEN.)</p>
<p><b>Description of steps required to accomplish the goal (i.e., tactics)</b></p>	<ol style="list-style-type: none"> <li>1. A “History Corner” article is included in each ONEN newsletter and, as often as possible, information on historic preservation initiatives, tax credits and overlay zoning information is included as well. Also begin emphasizing historically appropriate landscape (i.e. not rock)- (Pat Doyle will coordinate Volunteers from HP Committee &amp; Community Events)</li> <li>2. The ONEN website “Historic Preservation” is updated with links to the Colorado Springs City website (Overlay Zoning, Design Guidelines, Design Standards), the state website (tax credits), and to information helpful to homeowners who want to rehabilitate and/or restore their homes in a historically sensitive manner. (Chuck Martin)</li> <li>3. Expanding ONEN history:             <ol style="list-style-type: none"> <li>a. The House Plaque Program provides workshops and a guidance kit (website) to encourage homeowners to research and write their house histories to qualify for a house plaque or plaques.(Susan Darby)</li> <li>b. The Oral History Project expands ONEN history through interviews. Recorded and transcribed. (Pat Doyle)</li> </ol> </li> <li>4. A second grant from the CO State Historic Fund: This project is to update and expand the N. E. National Register Historic District. Having property in a national register district is honorary but it will also expand the number of homeowners able to take advantage of tax credits if the Secretary of the Interior guidelines for rehabilitation and restoration are followed. (Timeline for grant: 2013 to June 2015) (Jen Lovell)</li> <li>5. Promotion of the ONEN book, <i>Exploring the Old North End</i> (grant), continues. The proceeds from the book has helped finance the first entryway sign and will continue to help finance other preservation projects within the ONEN. (Jen Lovell)</li> <li>6. Tours and workshops have been and will continue to be provided:             <ol style="list-style-type: none"> <li>a. In <b>the planning stages for May 2014</b>: Each year, the National Trust designates May as Preservation Month and encourages communities across the country to celebrate their history. This year we plan to offer a neighborhood tour of some of the ONEN preservation projects, so neighbors can see the work first –hand and learn the steps each homeowner pursued to complete a sensitive restoration/rehabilitation project. It provides ONEN homeowners a chance to dialogue with contractors, skilled craftsmen, and learn about products.</li> </ol> </li> </ol>

	<p>Use this as a chance to pilot a tax credit workshop with overview provided by a neighbor that has taken advantage of the tax credit (Vic?) Specifically target the smaller homes east of Nevada for these workshops and education about plaque and tax credit</p> <p>b. <b>In the planning stages for 2014:</b> A how-to workshop will be held either during Preservation Month or in the summer of 2014. This workshop will be geared to helping homeowners with maintenance or special projects.</p> <p>c. Conduct a Historic Preservation topic discussion using the new public meeting format for at least one of the public meetings during 2014 and 2015 (Pat Doyle)</p>
<b>Budget (time or money)</b>	A quarter cash match for the grant to update and expand the N. E. National Register Historic District (already paid); as needed and at the discretion of the ONEN Board; often use of electronic means minimizes costs of communication.
<b>How we'll assess success</b>	<b>Evaluation:</b> Much has been accomplished, some initiatives are in progress, and others are being researched and developed. Ongoing surveys of neighbors' awareness of the resources, interest and satisfaction
<b>Person responsible</b>	Individuals listed above for specific tactics Overall Responsibility for promotion, facilitation, report to ONEN Board: Pat Doyle, Chair of HP Committee. HP Committee non board members: Vic Appugliese, Susanne Barr, Susan Darby, Judy Finley, Bob Loevy, Jennifer Lovell, Marianna McJimsey

<b>Tactic Name</b>	Continue to support code enforcement and zoning enforcement
<b>Target Audience Segment</b>	All of ONEN
<b>Goal to be furthered</b>	Increase interest in historical preservation and upkeep using code, neighbor encouragement, education, advocacy, tax credit workshops, among others.
<b>Begin date</b>	January 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Board discussion on variances to determine how the Board opines on variance requests and establish guidelines about how individual board members present themselves at public meetings</li> <li>2. Revise ONEN Board policy and publish to neighbors</li> <li>3. Monitor zoning/ variances/ code violations and report as necessary</li> <li>4. Landlord engagement (Details TBD by POC)</li> <li>5. Handle general code enforcement related complaints and questions.</li> <li>6. Publicize info on common code enforcement violations (i.e. illegal signs in medians, not shoveling, etc)</li> <li>7. Follow up on issues reported to ensure code is being followed in our neighborhood</li> </ol>



	8. If code enforcement is not adequate notify CSPD chain of command and city council (especially Jill Gaebler)
<b>Budget (time or money)</b>	Time. Only money if we decide to do a mailing or get involved in any legal action
<b>How we'll assess success</b>	Reduced code violations. <i>We probably need to start measuring these if we want to see a reduction. Not sure how to do that.</i>
<b>Person responsible</b>	ONEN HP Committee members: Pat and Jen for HPOZ Variances: Becky Fuller Neighbors encouraged to report suspected violations. Need another board member to deal with general code enforcement related complaints and questions. Follow up on issues reported to ensure code is being followed in our neighborhood

**Goal:** Increase the board's involvement in addressing traffic volume and noise by appointing a designated representative to interface with the city, state, and concerned neighbors.

<b>Tactic Name</b>	Traffic
<b>Target Audience Segment</b>	Neighborhood, City, CDOT
<b>Goal to be furthered</b>	Increase the board's involvement in traffic volume and noise reduction by appointing a designated representative to interface with the city, state, and concerned neighbors.
<b>Begin date</b>	November 2013
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Connect with existing neighbors concerned about this issue (ongoing)                      Fawn Bell                      Sharon Shriner                      Cathy Mundy</li> <li>2. Send notice to neighborhood about the I-25 noise committee (done)</li> <li>3. Establish email address <a href="mailto:i25@oldnorthend.org">i25@oldnorthend.org</a> to channel communications to committee (done)</li> <li>4. I-25 noise committee to present at Dec 2013 ONEN Board meeting (Done)</li> <li>5. <b>Designate ONEN board member (or add I-25 committee member to BOD) to liaison (Jan 2014)</b></li> <li>6. Monitor downtown development (i.e. City for Champions) to ensure that it does not adversely affect traffic on any of our north / south routes with special attention to Nevada (having been the prior highway, there seems to be less concern from a traffic engineering standpoint if traffic increases.)</li> <li>6. Concentrate on Improving walkability of our neighborhood.</li> <li>7. Determine neighbors with connections to CDOT to facilitate lobbying for mitigation (I-25 Comm)</li> <li>8. Connect with FMVP, Downtown Partnership to collaborate since the noise degrades the park too (I-25 Comm)</li> <li>9. Connect Organization of Westside Neighbors (OWN) and others on west side to determine if they are negatively impacted (I-25 Comm)</li> </ol>

	10. Discuss a noise study and joint effort with CC (I-25 Comm) 11. ONEN & I-25 Committee should reach out to representatives in the CO state legislature.
<b>Budget (time or money)</b>	A few hours per month for BOD liaison, money could be required later for noise study and lobbying, lawyers etc.
<b>How we'll assess success</b>	Long term success would be the implementation of any of the suggested remediation measures by CDOT. Near term success would be establishing the above mentioned connections and meeting with CDOT to establish a timeline of future improvements to the highway.
<b>Person responsible</b>	Becky Fuller, Bob Sullivan

## 2. Safety

**Goal:** Reduce the number of reportable incidents by December 2014.

<b>Tactic Name</b>	Security system promotion
<b>Target Audience Segment</b>	All of ONEN
<b>Goal to be furthered</b>	Reduce the number of reportable incidents by _____ to _____ by December 2014.
<b>Begin date</b>	TBD
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	1. Research and promote the benefits of security systems (e.g. lower insurance premiums) in the newsletter and digest
<b>Budget (time or money)</b>	Time
<b>How we'll assess success</b>	Decreased number of reportable incidents
<b>Person responsible</b>	Tim Besson and Newsletter Editor and Digest Editor

<b>Tactic Name</b>	Integrated approach to safety
<b>Target Audience Segment</b>	All of ONEN
<b>Goal to be furthered</b>	Reduce the number of reportable incidents by _____ to _____ by December 2014.
<b>Begin date</b>	TBD
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Determine current crime statistics</li> <li>2. Establish new Neighborhood Watch Program to supplement Cheyenne Mountain Security</li> <li>3. Create list of willing Neighborhood Watch participants and assign responsibilities</li> <li>4. Work with CSPD Gold Hills Mesa division to compile statistics and gain support through training programs</li> <li>5. Push for more street lights</li> <li>6. Push for Bike lane on busy thoroughfare</li> <li>7. Network with surrounding Neighborhoods (Patty Jewett, etc.) to build a builder a stronger network and compile a list of best practices</li> <li>8. Communicate statistics with neighborhood for reassurance</li> <li>9. Continue communication via Facebook and Old North End email</li> </ol>

<b>Budget (time or money)</b>	[Time] Monthly review of reportable incidents. Quarterly meetings/conversations with CSPD/CC/CMS, Neighborhood Watch.
<b>How we'll assess success</b>	Decreased number of reportable incidents
<b>Person responsible</b>	Tim Besson and Digest Editor

### 3. Neighborhood communication

**Goal:** Increase the ways and impact by/with which we tell our story (i.e., what we're about, what we do, and where we ask for help) by 50 percent by Dec. 2015.

<b>Tactic Name</b>	Completely Refresh (not redesign) Our Communication Assets
<b>Target Audience Segment</b>	All of ONEN
<b>Goal to be furthered</b>	Increase the ways and impact by/with which we tell our story (i.e., what we're about, what we do, and where we ask for help) by 50 percent by Dec. 2015.
<b>Begin date</b>	March 2014 (goal completion by end of April 2014)
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Form temporary marketing/communications committee. <ul style="list-style-type: none"> <li>o Kyndra, Dan, Kady, Laura &amp; Bob</li> </ul> </li> <li>2. Identify all communication assets <ul style="list-style-type: none"> <li>o Facebook, newsletter, email, website</li> </ul> </li> <li>3. Create improved designs that are more consistent with ONEN brand. (and with each other) <ul style="list-style-type: none"> <li>o Newsletter updated with Spring 2014 issue</li> <li>o Email template is next</li> </ul> </li> </ol>
<b>Budget (time or money)</b>	Time. No cost thanks to the donation of time and talent by {you}creative
<b>How we'll assess success</b>	We should see a 20% increase in unique visits in the first month.
<b>Person responsible</b>	Dan, Kyndra

<b>Tactic Name</b>	Increase Frequency of Fresh Content to Website & Social Media
<b>Target Audience Segment</b>	All visitors
<b>Goal to be furthered</b>	Increase the ways and impact by/with which we tell our story (i.e., what we're about, what we do, and where we ask for help) by 50 percent by Dec. 2015.
<b>Begin date</b>	May 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Revive a blog on the website.</li> <li>2. Make more prominent on home page.</li> <li>3. Create a content calendar and organize a schedule of posts. [Maybe a gallery with fresh updates from Official Photographer]</li> </ol>
<b>Budget (time or money)</b>	2 hours per month
<b>How we'll assess success</b>	Page views on website should increase by 20%.
<b>Person responsible</b>	Dan

<b>Tactic Name</b>	Create a 'Block Party in a Box'
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<b>Target Audience Segment</b>	All ONEN neighbors, but on a smaller, block-by-block scale
<b>Goal to be furthered</b>	Increase the ways and impact by/with which we tell our story (i.e., what we're about, what we do, and where we ask for help) by 50 percent by Dec. 2015.
<b>Begin date</b>	June 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. ONEN could facilitate these get-togethers by creating a list of instructions on how and when to have a block party. The instructions could include guidelines on how to promote, who to invite, source for chairs or tables, guidelines for food requests, closing off part of street or parking, length of time, speakers or activities. These would be small gatherings over a shared meal – the emphasis is on community building.</li> <li>2. ONEN could help promote through current communications channels and through Board support.</li> <li>3. The ONEN outreach could work through the already established network of neighborhood block captains.</li> <li>4. The goal is to create smaller gatherings of neighbors, while reinforcing ONEN's role in the community</li> <li>5. Box would also include ONEN membership forms to help recruit new members</li> </ol>
<b>Budget (time or money)</b>	Quite a bit of time, not much money
<b>How we'll assess success</b>	By the number of small block parties that occur. Goal would be for a pilot program of 2-3 parties in summer of 2014
<b>Person responsible</b>	Megan, Kyndra

<b>Tactic Name</b>	Neighborhood Communication
<b>Target Audience Segment</b>	All of ONEN and sponsors
<b>Goal to be furthered</b>	Increase the ways and impact by/with which we tell our story (i.e., what we're about, what we do, and where we ask for help) by 50 percent by Dec. 2015.
<b>Begin date</b>	Dec. 2013
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. <b>Increase support of local events with advertisements [?]</b></li> <li>2. Sponsor open-house weekends with realtors and set-up booth with book, membership, info on neighborhood.</li> <li>3. Work with HPA on local home tours or sponsored walks with local historian and advertise this to general public.</li> <li>4. ONEN coffee stand at Yard Sale             <ol style="list-style-type: none"> <li>a. Set up on Wood Ave.</li> <li>b. Sold \$1 coffee donated by Jay Hafemeister (Carls Jr). All proceeds (\$100) were given to ONEN</li> <li>c. Sold old ONEN sweatshirts and had ONEN membership forms</li> <li>d. Next year we should sell book and ONEN merchandise</li> </ol> </li> </ol>
<b>Budget (time or money)</b>	\$500 for sponsorship/advertisement opportunities. Offset by proceeds from merchandise sales
<b>How we'll assess success</b>	Review traffic on website and MailChimp to see if more people are responding

<b>Person responsible</b>	Kady
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#### 4. Participation

**Goal:** Measure, track, and increase membership participation by 10 percent by Dec. 2015.

<b>Tactic Name</b>	Create a Simple Business Intelligence Dashboard to Track KPI's
<b>Target Audience Segment</b>	Board
<b>Goal to be furthered</b>	Measure, track, and increase membership participation by 10 percent by Dec. 2015.
<b>Begin date</b>	February 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Use Google Docs to create dashboard.</li> <li>2. Update monthly.</li> </ol>
<b>Budget (time or money)</b>	4 hours of Dan's time.
<b>How we'll assess success</b>	The dashboard should be created and distributed by the end of September
<b>Person responsible</b>	Dan

<b>Tactic Name</b>	Implement Method of Tracking Channel Conversions
<b>Target Audience Segment</b>	Board
<b>Goal to be furthered</b>	Measure, track, and increase membership participation by 10 percent by Dec. 2015.
<b>Begin date</b>	May 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Find technological solution to measure conversions.</li> <li>2. Add measurements to KPI Dashboard.</li> </ol>
<b>Budget (time or money)</b>	20 hours
<b>How we'll assess success</b>	Compare membership numbers over previous years.
<b>Person responsible</b>	Dan

<b>Tactic Name</b>	Broaden/ Revise the definition of 'ONEN member'
<b>Target Audience Segment</b>	Current and prospective ONEN dues paying members
<b>Goal to be furthered</b>	Measure, track, and increase membership participation by 10 percent by Dec. 2015.
<b>Begin date</b>	Jan 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Separate the idea of paying dues from being an ONEN member. At the strategy meeting it was mentioned that <u>all</u> neighbors who live in the ONEN neighborhood are members of ONEN – not just those that pay dues. The current perception is that ONEN membership is defined by paying dues – and those that don't pay aren't members.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Maybe revisit the term ‘dues’ – change to ‘contributor’ or something along those lines. ‘Dues’ implies that I must pay to be a member.</li> <li>3. Perhaps create a second level of membership – a ‘contributor level’ of membership. Or a lower option for renters/ apartment dwellers</li> <li>4. Promote the levels of membership with fliers (Marianne is willing to distribute)</li> <li>5. Make a specific date (Sep 1?) the start to the ONEN year – with annual contributions due at that time             <ol style="list-style-type: none"> <li>a. The start date doesn’t need to be Sep 1, but select an appropriate date that all ONEN communications can point to as the beginning of a new dues paying year.</li> <li>b. I like Sep 1 because the communication can be reinforced around the annual Garden Party</li> <li>c. Create some token or item that lets the neighbor clearly understand they have paid their dues for the year. Could be a letter, a sticker, a yard sign...</li> <li>d. Generate reminder notices leading up to 9/1 that let folks know that now is the time to re-establish ONEN membership.</li> <li>e. Note: During Jan Board meeting most people thought Jan 1 made more sense.</li> </ol> </li> </ol>
<b>Budget (time or money)</b>	Mostly conceptual changes. Depends on the item given to the member. A letter or certificate would cost very little. Bumper stickers, window decal, or yard sign would cost more.
<b>How we’ll assess success</b>	Measure the increase in email lists from our 2013 base level. Measure the average time between annual contributions of active members. The goal should be to make the average re-give time to be 12 months
<b>Person responsible</b>	Laura, Dan, Bob

<b>Tactic Name</b>	Revise donation options
<b>Target Audience Segment</b>	Prospective ONEN members
<b>Goal to be furthered</b>	Measure, track, and increase membership participation by 10 percent by Dec. 2015.
<b>Begin date</b>	January 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Establish a communications plan (Laura)</li> <li>2. Offer automatic annual payments through PayPal (Bob)- DONE Aug 2014</li> <li>3. Revamp donation options so donors are compelled to give more and a higher donation carries more value to the donor.</li> <li>4. Promote funds for special projects (e.g. trees, scholarships, others?)</li> <li>5. Provide reminders of donations at special events like the parade, the garden party etc.</li> </ol>

	6. Send these out to new and existing neighbors in all available communications and on a regular (quarterly) schedule.
<b>Budget (time or money)</b>	Time and possibly increased mailing expense. Additional membership revenue should make this pay for itself.
<b>How we'll assess success</b>	Increased membership participation and funding for special projects should go up
<b>Person responsible</b>	Laura, Bob, Dan, Kyndra

<b>Tactic Name</b>	Welcoming and recruiting new neighbors
<b>Target Audience Segment</b>	New ONEN neighbors and their influencers
<b>Goal to be furthered</b>	Measure, track, and increase membership participation by 10 percent in 2015.
<b>Begin date</b>	Mid-Jan 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Contact at least 10 local vendors and ask if they want to promote their business to new neighbors with a coupon or gift card. Approach North Central Business Partnership (Pam Clausen). Downtown Partnership also a possibility.</li> <li>2. Update and round out neighborhood welcome packets—to include welcome letter from Bob, ONEN magnet, gift cards from sponsors or local vendors, map of Downtown, seed packet or small seedling from a local nursery, phone number list, benefits of membership and membership form</li> <li>3. Send card to at least 15 realtors who focus on the downtown residential area with magnet and membership info.</li> <li>4. Promote program on FB and ask existing neighbors to send new neighbors to our attention when they see someone move into their street so we can welcome them.</li> <li>5. Continue to send welcome cards to new residents identified through Zillow and invite them to have coffee and receive packets.</li> <li>6. Develop a list of things they can do to get involved right away and promote this to them.</li> <li>7. New Sponsor, Twigs and Posies, will provide flower arrangements in exchange for a discounted sponsorship (silver)</li> </ol>
<b>Budget (time or money)</b>	\$800 [?] plus coffee budget [\$30] and time
<b>How we'll assess success</b>	Membership will increase by 10% by Dec. 2015
<b>Person responsible</b>	Kyndra (anyone else want to help contact vendors?)

<b>Tactic Name</b>	Add More Tools for Neighbors to ONEN Website
<b>Target Audience Segment</b>	All (but particularly new neighbors and non-contributing members)
<b>Goal to be furthered</b>	Measure, track, and increase membership participation by 10 percent by Dec. 2015.
<b>Begin date</b>	July 2014

<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Add “classifieds” for ONEN members to utilize.</li> <li>2. Add a neighborhood calendar of events.</li> <li>3. Add a business/service director (possibly part of classifieds).</li> <li>4. Add discussion boards, driven by social media.</li> </ol>
<b>Budget (time or money)</b>	2 hours per month to manage; set up included in Refresh tactic
<b>How we’ll assess success</b>	Membership increase and survey feedback
<b>Person responsible</b>	Dan

**Goal:** Promote the ONEN Fund (organizational endowment at PPCF) as a mechanism to accept planned/testamentary gifts and enroll five people in 2014.

<b>Tactic Name</b>	ONEN Fund
<b>Target Audience Segment</b>	Members
<b>Goal to be furthered</b>	Promote the ONEN Fund (at PPCF) as an endowment for large neighborhood improvement projects and a mechanism to accept planned gifts and enroll five people in 2014.
<b>Begin date</b>	January 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Meet with Steve Rodemer (475-8745), past ONEN President and current manager of the <a href="#">ONEN Fund</a> at PPCF, to get background and way ahead</li> <li>2. Meet with PPCF staff to learn effective marketing of ONEN fund and <a href="#">planned giving</a></li> <li>3. Appoint a Board member to take charge of the ONEN fund promotion</li> <li>4. Develop a marketing plan for the ONEN fund. Obtain past appeal verbiage from Steve Rodemer.</li> <li>5. Update the ONEN webpage for the ONEN fund: <a href="http://oldnorthend.org/?page_id=451">http://oldnorthend.org/?page_id=451</a></li> <li>6. Have PPCF update the logo and information posted on their website. (Done)</li> <li>7. Receive donations into the fund</li> <li>8. Determine if Steve Rodemer wants to turn over control of the fund to another neighbor</li> <li>9. Update neighborhood on status of the fund annually</li> <li>10. Develop a list of prioritized projects that could be funded with proceeds from the fund</li> <li>11. Receive distributions from the fund</li> <li>12. Spend it wisely</li> </ol>
<b>Budget (time or money)</b>	Significant planning/meeting time up front. Once established a few hours per month for reporting, promoting and care and feeding of fund.
<b>How we’ll assess success</b>	Currently the fund only has one donor and has only received donations in the form of check (~\$2200 from the fund manager, Steve Rodemer). Success would be enrolling new donors, accepting a planned gift, and eventually receiving money from the fund for ONEN work.
<b>Person responsible</b>	Laura Rosendo and Bob Sullivan



**Goal:** Establish a community center working group and meet twice in 2014 to assess feasibility, projected need and usage.

<b>Tactic Name</b>	Community Center Working Group
<b>Target Audience Segment</b>	Neighborhood
<b>Goal to be furthered</b>	Establish a community center working group and meet twice in 2014 to assess feasibility, projected need and usage.
<b>Begin date</b>	January 2014
<b>Description of steps required to accomplish the goal (i.e., tactics)</b>	<ol style="list-style-type: none"> <li>1. Obtain approval from Board to create working group</li> <li>2. Find board member or neighbor that wants to lead group (i.e. Vic Appugliese)</li> <li>3. Discuss at May neighborhood meeting in focus groups (Done)</li> <li>3. Announce creation of working group and solicit volunteers (~August)</li> <li>4. Hold first meeting (~September)</li> <li>5. Research other community center models to identify most feasible development path and complete tasking to report to neighbors</li> <li>6. Update neighbors on results of first meeting (Spring (May) meeting)</li> <li>7. Solicit more volunteers/input (neighborhood survey)</li> <li>8. Hold second meeting (June/ July)</li> <li>9. Determine whether to continue working group in 2015 (December 2014)</li> </ol>
<b>Budget (time or money)</b>	Leader of working group – 5 hours per week, working group members, 1-2 hours per week with surges before and after March and June meetings
<b>How we'll assess success</b>	Not sure. Forming group is an accomplishment as are hosting the meetings.
<b>Person responsible</b>	Bob Sullivan, Kady Hommel, Marianne & Bill