

“Bryant Connect” 2021-2022 Neighborhood Engagement Campaign

The goal of Bryant Connect is to be in a position to rapidly communicate via multiple platforms, with an aggregate 500 households (roughly 50%) of BNA residents by June 30, 2022.

The past year has seen a perfect storm of major disasters that have impacted on our neighborhood, our city, and our region. While PrepLO was originally formed primarily as an earthquake disaster preparedness program, the pandemic isolation, evacuation alert due to wildfires, and the winter ice storm shutdown have all brought different challenges to our neighborhood in terms of preparedness, communication, and mobility. Working through these challenges one common theme has emerged - the need to greatly improve the engagement within the neighborhood to ensure our residents have clear communication paths and options to respond to any of these varied challenges (including an earthquake). This applies both to residents needing assistance and those seeking to provide assistance. Fostering an increased sense of “community” within the Bryant Neighborhood Association (hereafter BNA) will help keep disaster preparedness in the forefront of our resident’s minds, particularly important as memories of recent events fade and the possibility of a major crisis once again seems remote in the context of everyday living in Lake Oswego.

The BNA is, according to the City Planning Department, the third or fourth largest Neighborhood Association of the 24 in Lake Oswego, with an estimated 800-1000 residential addresses. Consistent with these estimates, the Nextdoor social network shows 1287 members in its Bryant neighborhood section representing 67% of 1188 households. With the onset of the pandemic, there was no organized database to communicate quickly with this constituency. USPS mail was the only option in available. Some progress was made in 2020:

An emergency preparedness survey conducted by the BNA in summer of 2020 yielded 72 email addresses and 62 cell phone numbers. Since November of 2020 the BNA has been working to establish and grow an email data base (now 124 emails) and Facebook Group (now 85 members). (It should be noted there is significant crossover between these three data sets.) While a good start, the total emails represent <10% of BNA residents which makes broad-based electronic communication problematic especially in times of disaster where rapid notifications and information dissemination can be critical.

To address these challenges, the BNA proposes to develop and launch the “Bryant Connect” neighborhood engagement campaign utilizing various technologies at our disposal to more closely link our neighborhood together, especially in times of need. Having a much broader base of contact will also increase awareness of (and candidates for) opportunities to be involved with the BNA including volunteering for specific projects and serving on the Board of Directors.

The components of “Bryant Connect” are as follows:

1) PrepLO supplies update:

As we work to re-introduce top-of-mind awareness (TOMA) of PrepLo and disaster preparedness resources to our residents, we want to be sure our neighborhood emergency supplies inventory is up to date.

Andy Leonard working in conjunction with David Kinoa completed an audit of BNA's existing emergency supply inventory and 8 items are recommended for purchase to bring the inventory up to date. The detailed spreadsheet is attached in the Narrative section of this application.

Estimated cost: \$450

2) BNA On-Line and Social Media presence:

Web Site

In the midst of the pandemic last year BNA established its own website (bryantlo.org) hosted in the Squarespace environment to help bridge the communications challenges that various lockdown and isolation requirements have posed. Without funding however we have kept the functionality at minimum. We propose more substantial web development and hosting (FY21-22 only) to build out the site as a true resource for Bryant neighborhood residents. Key components will include:

- A robust interface to sign up for email updates including type of update (such as "all info," "disaster only," "tree and remodel permits," etc.
- A section to access (download/print) documents addressing disaster preparations for each kind of potential situation.

Also included will be sections of the website dedicated to such categories as:

- Recycling info
- Links to City permits (tree, remodel, etc.) that fall within BNA boundaries.
- Updates on City initiatives and broader issues that impact the City and region beyond just BNA (ex: HB2001, community policing, diversity and inclusion)
- Meeting minutes, upcoming meeting announcements, and registration options.
- Other general interest sections as the Board and interested BNA residents may propose, consider, and adopt.
- Privacy Policy

Estimated cost: \$1200

Facebook

BNA maintains a Facebook Group (visible to the general public). Any BNA resident can join and then be able to post and comment. We currently have 85 members. Since social media has become a preferred method of communication for many, particularly the younger generations, our communications in other mediums will continue to cross-promote joining the Facebook Group as well. At least one "Facebook Group" only contest (such as a photo contest) with a modest door prize (value <\$25) is envisioned to drive signup and participation

Estimated cost: \$40

Nextdoor

Nextdoor is a popular and widely used social media platform. As part of the Bryant Connect campaign the BNA will seek a more robust presence on Nextdoor in the Bryant Neighborhood section. Although currently still being researched, it appears BNA does not qualify to have an account of its own to allow it to post. However, it is registered as a “business,” which allows it to place targeted advertising. We plan to test the effectiveness of conveying our messaging (promoting email signups, upcoming events) through targeted digital ads in lieu of direct posts.

For this Component #2, we propose the ongoing labor of uploading and keeping the website and social media platforms current will be a volunteer function of the Board or other resident that the Board may select. In addition, we will seek resident students wishing to volunteer to participate in such projects in conjunction with relevant academic curriculum. Engaging students on neighborhood projects heightens sense of community involvement and contributions and introduces them to the concept of “grass roots level” democracy.

We budget only for funds for the initial technical build-out and web services for the period 7/1/21 - 6/30/22.

Estimated cost: \$500

3) Zoom account for period 7/1/21 to 6/30/22

The Zoom account funded by the City of LO has been invaluable in staying in communication with interested residents, hosting membership-wide events as well as board meetings. We propose to continue the account which allows residents to more conveniently attend meetings and subject-specific events (such as our HB2001 orientation held earlier this year). This also facilitates required public access for Board meetings which prior to the pandemic were typically held at a Board member’s private home. We understand from the City Planning Department that they will not continue to fund Zoom accounts for neighborhood associations for the 2021-2022 fiscal year.

Estimated cost: \$150

4) First Class Mailer to enhance email/emergency cell phone database:

In an age where door-to-door visiting is still problematic, this is perhaps the most vital part of Bryant Connect and is the cornerstone of the Bryant Connect campaign. The onset of the pandemic found the BNA without an email database of its residents and having already used its two allotted City- funded mailings for other purposes before the new Board took office in November. As a result, recruiting attendance for the annual membership-wide meeting in November was extremely difficult. With perseverance, we now have 100+ email addresses in an automated data base (Mail Chimp). This campaign is designed to greatly increase the collection of current contact info from the total possible in BNA (approx. 1000 addresses).

The challenges with any bulk mailing are:

- Get the addressee to open/absorb the message before tossing directly in recycling
- If opened, get the addressee to read and absorb the contents.
- If the contents are read and absorbed, get the addressee to take action (such as returning a business reply card) within a meaningful time while the action is still TOMA for the addressee.
- Encourage the retention of the key message y including some giveaway (such as a refrigerator magnet) that can be retained and displayed by the addressee.

To address these challenges, the package will be thoughtfully designed with a printed envelope, postage stamp, and printed materials to emphasize the grass roots and non-commercial nature of the contents. This mailer will be timed to drop towards end of first quarter FY21-22, allowing a City-sponsored mailing prior to our Annual Meeting (estimated for November 2021) to emphasize some of the same core messaging in addition to the meeting details.

Components of the mailing:

- Color-printed envelope announcing “Bryant Connect” campaign with contents teaser.
- Cover letter from the BNA Board of Directors introducing “Bryant Connect” campaign and how to opt-in to BNA database.
- 2-sided color/flyer with information about the BNA, resources, and Citizen Involvement efforts in general in the City of Lake Oswego.
- 2-sided color/flyer with information about PrepLO, disaster preparedness guidelines and tips, resources, and contacts.
- Card to fill out (if preferred to web site sign-up) indicating email address, types of information resident would like to receive from BNA, opt-in cell phone/land line for disaster communications only, and a (subject to careful review and legal approval) a place to indicate that resident would like to be contacted in person in times of disaster to ensure their well-being and offer assistance. We will also communicate a privacy policy i.e., how this data will be stored and shared (including under what circumstances).
- A refrigerator magnet (approximately 4” x 5”) with basic disaster resources and contact info (specific to type of disaster where appropriate) with “courtesy of BNA” type labeling to build perceived value of BNA. We will explore options where name and contact info of PrepLO neighborhood team captain can also be included.

Estimated cost for components (graphic design, envelope, flyers, card, reply envelope, magnet):
\$2830 plus 20% pad = \$3396

5) In-person meetings.

“Sub-neighborhood”

When in-person gatherings are deemed appropriate (which we assume will occur sometime in the next fiscal year) BNA proposed to organize small social gatherings divided up by span of reach for each of 8 “emergency response team members.” BNA will allocate \$20 to each of the gatherings to be used for light refreshment, a flyer to be hand distributed, or other such items as

may be appropriate. The gatherings will be attended by BNA Board members and will include brief presentations on the BNA itself and invitation to get involved, and remarks by the emergency response leader on disaster preparedness. We envision the format as an outdoor neighborhood “block party” rather than at an indoor location like a schoolroom. The neighborhoods themselves can choose to augment the event with a potluck or other type of refreshments.

Estimated budget: \$160

Annual BNA Meeting

We are hopeful this will be a return to an in-person meeting this year. In anticipation of this, we are budgeting for some modest refreshments, door prize giveaways to encourage attendance. We hold our meetings at Lakeridge Middle School with no room fee.

Estimated budget: \$100

Total amount requested: \$5996 (approx. \$6 per BNA household)