



2020 COMMUNITY ENGAGEMENT GRANT PERFORMANCE METRICS

METRICS DUE: MAY 14, 2021



The Community Engagement grant provides neighborhoods the opportunities to increase awareness and participation in the City's Neighborhood Council program. Performance measures are a critical part to the Community Engagement Grant (CE Grant) because they allow the City and Neighborhood Councils to gauge how effective their efforts to increase neighborhood council participation has been during this funding cycle. Please complete this form in full and return/email to Annie Deasy adeasy@spokanecity.org in the Office of Neighborhood Services (ONS) by Friday, May 14, 2021. This form must be submitted with your 2021 CE Grant application.

Please review the application you submitted for the 2020 CE Grant. In the application, you provided the measurable ways in which you would gauge if your project was successful in increasing neighborhood participation.

1. In Question A of the application, what did you state was a measurable outcome for your 2020 CE Grant funded project?

2. What was your outcome related to ie. social media presence, neighborhood events, marketing/outreach materials.

3. Based upon your answer to #2, please answer all applicable questions:

Virtual/Digital Presence

i. My neighborhood council maintains the following social media accounts (circle all that apply):

Facebook

Twitter

Instagram

NextDoor

Zoom/Webex

ii. Virtual/Digital Presence before CE Grant Efforts (prior to April 2020): How many followers did your accounts have? How many likes/shares/retweets were your posts getting? How many people were engaging with your ads? How many people attended virtual meetings?

iii. Virtual/Digital Presence after CE Grant Efforts (from April-November 2020): How many followers do your accounts have? How many likes/shares/retweets are your posts getting? How many people are engaging with your ads? How many people attended virtual meetings?



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iv. How have you tracked that your virtual/digital presence increased Neighborhood Council attendance? How has attendance and participation changed in your Neighborhood Council?

Marketing/Outreach Materials

i. What outreach materials did you purchase with the funds (Zoom account, printed materials, bulk mailing)?

ii. What was the goal of the outreach materials (were they to connect with residents, businesses, etc.)?

iii. How have you tracked increased Neighborhood Council attendance since the outreach materials were distributed? How has attendance and participation increased in your Neighborhood Council?