

# Building Community with Road Blocks



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Watershed Division



# Why Block Parties?

- Reached saturation in target communities
- Get attention in a busy society
- One effort to meet multiple objectives
  - Partnerships with target audience
  - Education to surrounding community
  - Establishment of social norms
  - Distribution of watershed-friendly tools

# Parties Offered:

- Water bug/amphibian petting zoo
- Natural gardening information
- Free trees
- Wildlife pelts/bones with ranger (Metro)
- Backyard habitat program
- Food
- Puppeteer
- Music
- Restoration tours
- Free raffle
- Face-painting
- Sign up for a Healthy Streams visit
- Watershed council information
- Pin your house on the map







# Outreach Objectives Met

- Identify and sign up target residents
- Educate: watershed health, programs, local projects
- Distribute: trees, info, start-up tools
- Create social norms and new partnerships: tours
- Obtain written commitments to help
- Create sense of community: potluck, pin-the-map
- Grow mailing list

# Getting People There

- Strategic dates/times
- Multiple exposures to invitation
  - 2 mailed invitations
  - Phone banking
  - Neighbor to neighbor invitations
  - Block party signs
- Fun for the whole family!  
(raffles, face-painting, bugs, food, free trees)

# *You're invited*

To the **Kelly Creek Block Party**  
on **September 11th!**

Free Raffle

Kid's Activities

Stream Restoration Tours

Natural Gardening Techniques

Invertebrate Petting Zoo

Presentations by Local Naturalists

Free trees

Snacks & drinks provided, but bring a dish to share if you can!





City of Gresham  
1333 NW Eastman Parkway  
Gresham, OR 97030  
(503) 618-2961

**What:** Kelly Creek Block Party

**When:** Friday September 11th, 5-8 p.m.

**Who:** YOU! All neighbors are invited

**Where:** The corner of SE El Camino and SE 1st



Deliver to:

*Hope to see you there!*

# Neighborhood Block Party



*Love your  
stream*



*Kids'  
activities*



*Music*



*GreshamOregon.gov*

*503-618-2657*

# Controlling Costs

- Staff time
  - Volunteers; Other groups that will table for free
- Mailings
  - Fit your mailing list to your budget (150 nearest neigbs)
  - Bulk mailing permit through post office
  - Design/print in house?
- Food
- Puppeteer
- Raffle items

# Controlling Costs (continued)

- Staff time
- Mailings
- Food
  - Local donations; pot luck; mobile food vendors
- Puppeteer
  - Volunteer organization; in-house; other free entertainment
- Raffle items
  - Local donations; less expensive items

# 5 Parties Over Two Years

- Attendance from 10-80; averaged around 50
- Location affects attendance (visible, accessible spot!)
- Party held in same location 2 yrs had equal attendance
- One party was combined with a larger event
  - many more attendees, but diluted impact
  - provided some free advertising

# Questions?

