

Block Party Follow Up

From Greg Murphy

What went right:

1. Pretty good turnout (my estimate of about 500)
2. Yard Sale fees & donations to the WNA of about \$300
3. Good press coverage
4. Welcome representation by groups - especially UCPD
5. Welcome addition of Mario's and their willingness to come again next year
6. Carvel Ice Cream
7. Pretty good day-of-event volunteer help
8. Welcome and crucial funding from both UC and COB
9. More sellers than expected showed up (this was both good and bad)

What didn't go so right:

1. Flyer distribution was late and not as organized as it could be
2. Funding sources came in late - could not plan on using the money as efficiently as we might
3. Confusion about city permits and regulations
4. Traffic conflicts and "annoyance" of neighbors during the event as they could not get access to their buildings
5. Location of Dumpster
6. Late pick up of Dumpster
7. Fewer groups than hoped for came and set up
8. Unannounced sellers showed up (see # 9 above)
9. Food arrived later than expected

Suggestions for next year:

1. Greg Murphy will coordinate again (if acceptable to WNA)
2. Move location back to Willard Park - coordinate with SF Mime Troup early; concentrate on delivery logistics for buyers
3. Market the event earlier, market selling opportunities
4. Keep marketing based on neighborhood representation and students
5. Seek to include more "social" activities - ice breakers
6. Keep the scale of the event relatively modest to not overwhelm resources
7. Line up committed funding sources earlier to be able to market better (banners, T-shirts, signs, etc.)
8. Tie in neighborhood volunteer opportunities - a fall work day in Willard park for example

Suggestions for next year (Irene Hegarty):

1. The purpose of the event, besides welcoming students back and enjoying the day, is to send a message that they are part of a diverse neighborhood and that they should behave in a “neighborly” way. I thought that this could be communicated better by, perhaps, designating a few neighborhood “ambassadors,” who could wear identifying T-shirts, work the crowd and connect with the students.

Find out which students have actually moved into the neighborhood;

invite them to become part of the Willard NA and crime watch; give them a brochure.

2. There was a Willard information table, but it also had a variety of other informational items and some students might have passed it by.

3. Neighbors who are selling items could also be coached to do a bit of neighborhood promotion and pass out brochures, etc.