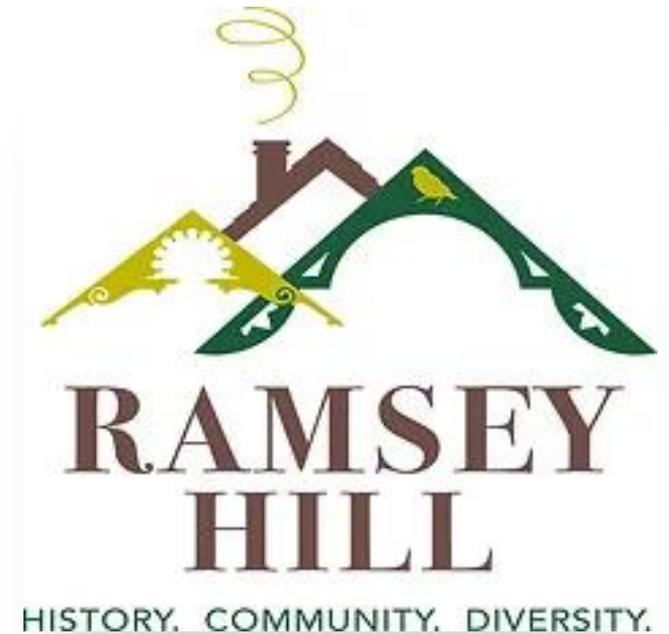


Ramsey Hill Association Strategic Plan

February 2023

Summary

Prepared by Brianne Hamm



Executive Summary

- Top 3 Membership Priorities:
 - Historic Preservation
 - Parks & beautification
 - Social
- 2023 RHA Actions:
 - Align budget & activity priorities with membership priorities
 - Ensure RHA operational model reflects RHA priorities
 - Develop 2023 activity, event and communication plan aligned with priorities
 - Communicate Strategic Plan to membership
 - Update bylaws and mission/vision statement
- **Social activities characterized as a necessity**
 - *"Means to the other priorities," "idea incubators," and "conducive to building trust and relationships among members"*
- **Community partnerships and volunteerism had moderate support, with most feedback regarding grants given outside of RHA boundaries**
- **Recruitment of new members noted as a key focus for RHA going forward**





Vision & Mission Statements

Vision and Mission Statements

The RHA Board wrote and voted on our vision and mission statement based off member feedback on our priorities.

- The vision and mission statement will be reviewed every 3 years

Vision Statement

- This is your destination
- Explains the overall goal of your organization looking into the future

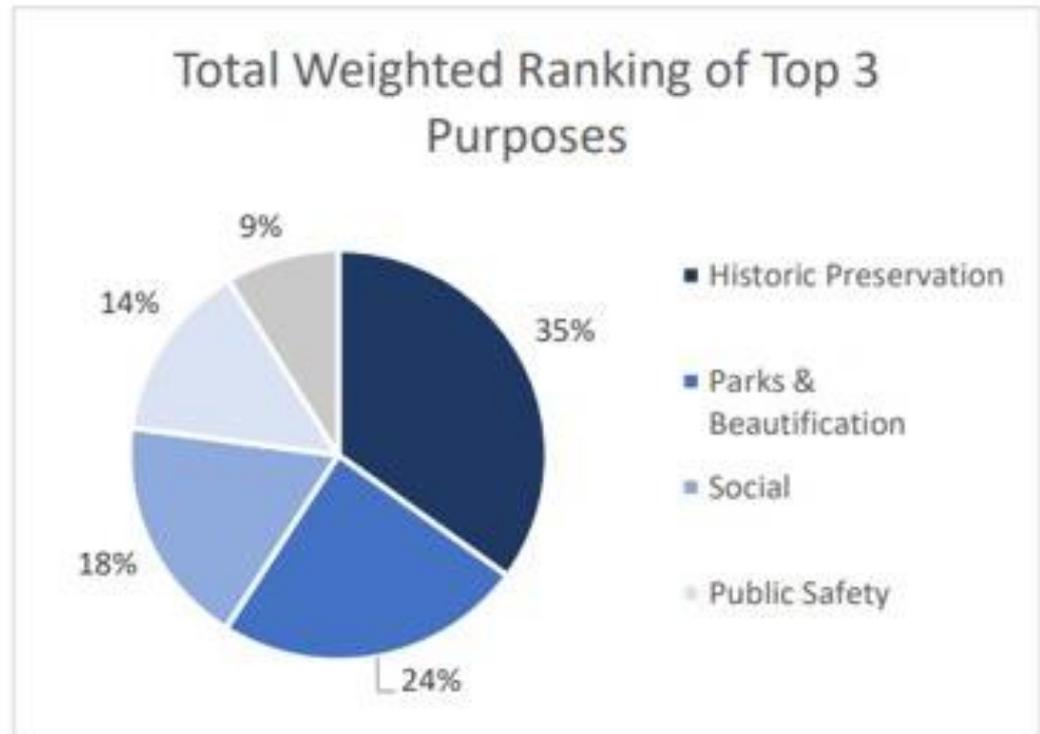
We envision a vital, diverse and connected neighborhood built on our unique historic character that brings people together & preserves our neighborhood for future generations to enjoy

Mission Statement

- This is your map
- Outlines the present plan to realize the vision

We build connected communities that celebrate our rich history and keep our diverse neighborhood safe.

Strategic Planning Process



- RHA embarked on a strategic planning process with an outside consultant in 2022 to engage its members in redefining and confirming RHA's vision, mission and priorities for the next three years.

Member Feedback



Focus Group Feedback Themes

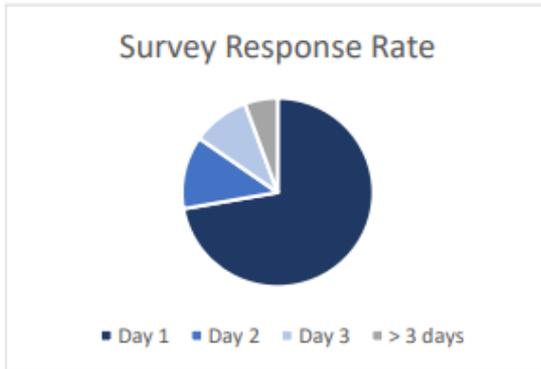


Member Feedback & Survey Results

Overview of Survey Respondents

Response Rate

Day 1	52
Day 2	9
Day 3	7
> 3 days	4
Total	72



Finding:

Nearly 75% of survey respondents responded same-day.

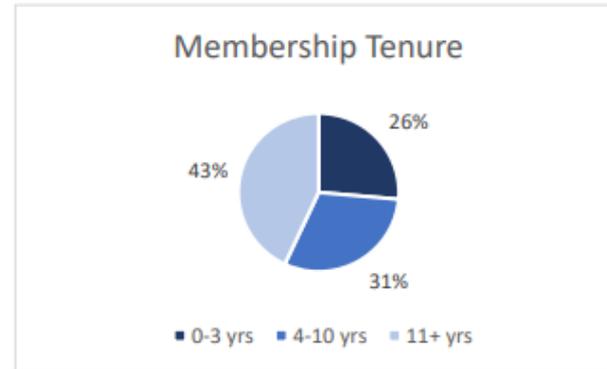
Takeaway:

Very engaged membership base who choose to respond quickly, despite a few days before Christmas.

Useful to know that members can act quick if further surveys or other action is needed in a time-crunch.

Membership Tenure

0-3 yrs	19
4-10 yrs	22
11+ yrs	31
Total	72



Finding:

Those who have been members for 11+ years represented nearly half of respondents, followed by 4-10 year member tenure at nearly a third.

Takeaway:

Responses will be skewed toward members with a longer affiliation to the organization, which could represent more legacy knowledge and experience of the neighborhood.

Membership Model

Membership Model:

Household (1 vote per household)	50
Individual (1 vote per person)	21
One vote for home owners or renters	1
Total	72

0-3 yrs Membership

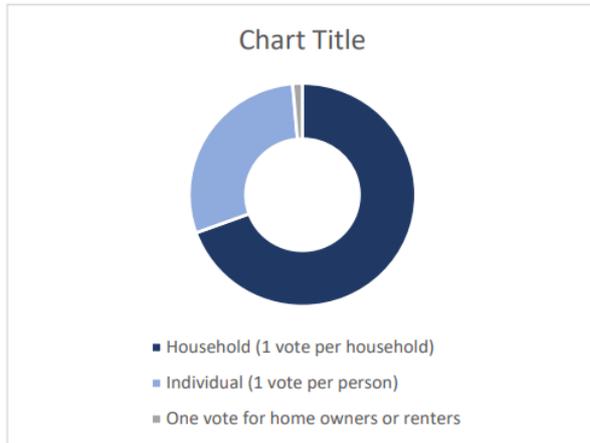
Household	11
Individual	8
Total	19

4-10 yrs Membership

Household	17
Individual	5
Total	22

11+ yrs Membership

Household	22
Individual	8
Total	30



Findings:

Newer members (0-3 yrs) have a higher likelihood of preferring an Individual Member Model.

Takeaways:

Those who have been members 4+ years may have a higher likelihood of preferring the existing household membership because they have not seen a need for individual voting (vs. one vote per household) in the past, whereas newer members have less historic experience with how often voting has happened. It may be worthwhile to re-consider the membership model later in 2023 after there may be more opportunities for membership voting than in years past. Then members may be more likely to prefer an Individual Membership Model.

Top Organizational Purpose

Top Organizational Purpose

Historic Preservation	38
Parks & Beautification	10
Social	9
Public Safety	9
Community Partnerships	4
<<No Response>>	2
Total	72

0-3 yrs Membership

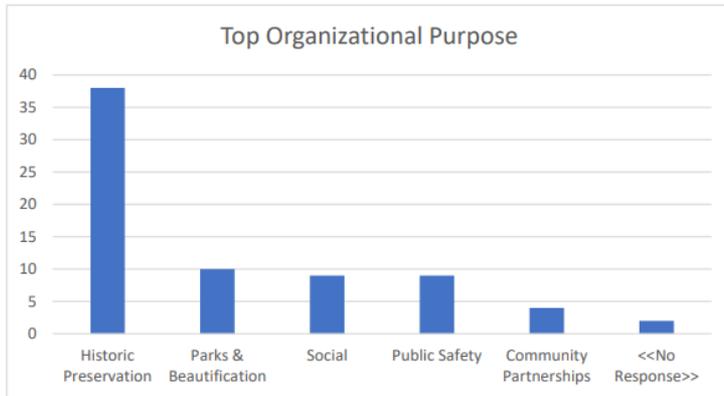
Historic Preservation	11
Social	3
Public Safety	3
Parks & Beautification	1
Community Partnerships	1
Total	19

4-10 yrs Membership

Historic Preservation	12
Parks & Beautification	5
Social	4
Community Partnerships	1
Total	22

11+ yrs Membership

Historic Preservation	15
Public Safety	6
Parks & Beautification	4
Social	2
Community Partnerships	2
<<No Response>>	2
Total	31



Findings:

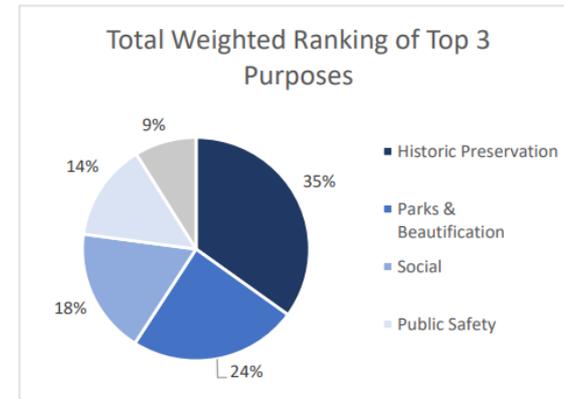
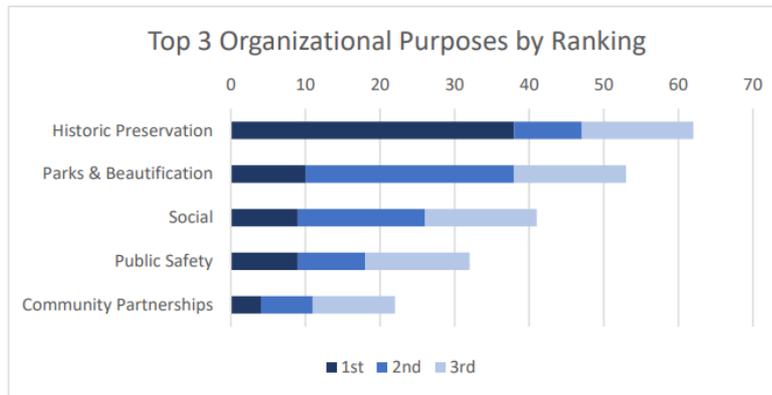
Historic preservation far outranked the other organizational purposes, which were the five purposes derived from members' feedback at the Annual Meeting Roundtable Discussions. At all levels of membership tenure, historic preservation consistently ranked high, and community partnerships consistently ranked lowest.

Takeaways:

Newer members ranked social higher as they may prefer more opportunities to meet new neighbors, whereas longer members ranked parks & beautification higher since they may have more awareness of the resources needed to maintain the neighborhood's nostalgic beauty and environmental attractions.

Top 3 Purposes Combined

Purpose	1st	2nd	3rd	Unweighted Total	Weighted Ranked Total
Historic Preservation	38	9	15	62	147
Parks & Beautification	10	28	15	53	101
Social	9	17	15	41	76
Public Safety	9	9	14	32	59
Community Partnerships	4	7	11	22	37
<<No Response>>	2	2	2	6	12



Findings:

Parks & beautification ranked as the top #2 purpose, and the #3 purpose was fairly evenly distributed across parks, social, historic preservation and public safety. Community partnerships again ranked lowest. When you combine the votes for the top 3 choices, historic preservation, parks & beautification and social ranked highest in that order.

Takeaways:

When you weight the choices by #1, #2 and #3 respectively, historic preservation represents 35% of the purpose, parks & beautification is 25% and social is 18%. When you consider how to allocate time, resources and funds, this data would suggest that you prioritize in that order. One caveat worth noting: community partnerships may have ranked lower due to consistent member feedback indicating they felt a lack of communication when grants are gifted, as well as some dissent in granting funds to partners not in the immediate boundaries of the RHA. Perhaps this could have ranked higher if there weren't less favorable feelings on these recent community partnership activities.

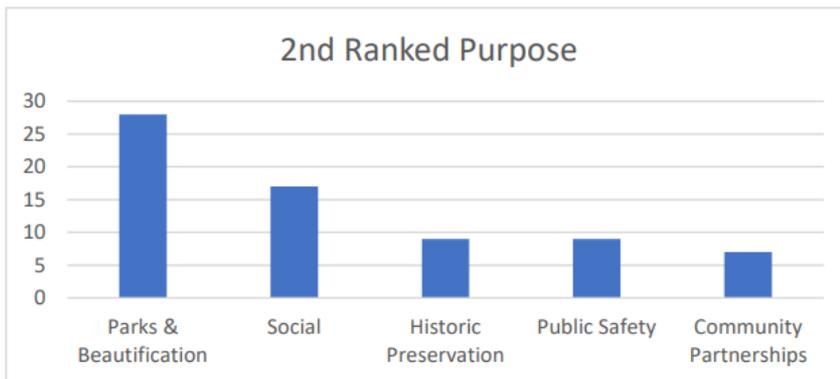
2nd & 3rd Ranked Purposes

2nd Ranked Purpose

Parks & Beautification	28
Social	17
Historic Preservation	9
Public Safety	9
Community Partnerships	7
<<No Response>>	2
Total	72

3rd Ranked Purpose

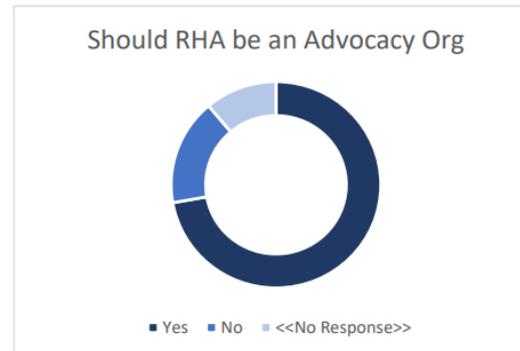
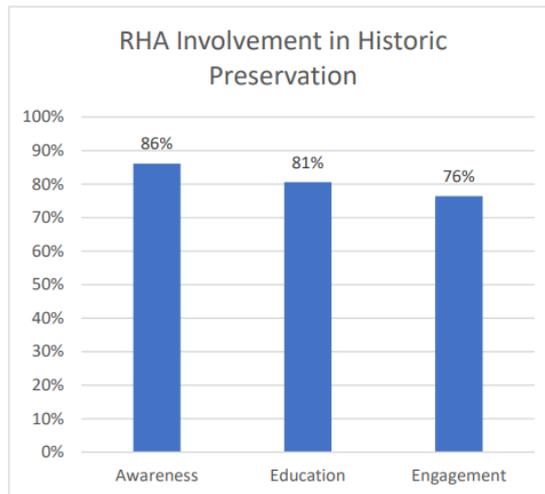
Parks & Beautification	15
Social	15
Historic Preservation	15
Public Safety	14
Community Partnerships	11
<<No Response>>	2
Total	72



Historic Preservation Involvement

Historic Preservation	Responses	Percentage
Awareness	62	86%
Education	58	81%
Engagement	55	76%

Should RHA be an Advocacy Org	Responses
Yes	52
No	12
<<No Response>>	8



Findings:

86% of members agreed RHA should, help increase awareness of historic preservation to the neighborhood. 81% of members thought they should provide education, while 76% of members felt they should even engage in preservation activities.

Takeaways:

A large majority of members agreed RHA should be involved in all three historic preservation activities. Numbers are fairly similar across the different levels of involvement, showing they prefer RHA be heavily involved in these actions. This explains why nearly three-fourths of the membership think that RHA should be an advocacy organization, which shows majority support for RHA taking a stance on particular historic preservation issues in the future.

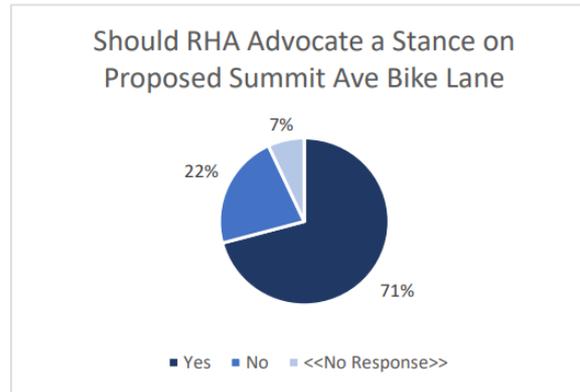
Stance on Summit Ave. Proposal

Should RHA Advocate a Stance on the Proposed Summit Ave Bike Lane

Yes	51
No	16
<<No Response>>	5

Comments related to supporting or opposing the bike lane

Oppose	33
Support	1



Findings:

71% of members believe RHA should advocate for a particular stance on the proposed Summit Ave Regional Trail project. Comments from the survey also show overwhelming opposition to the proposal. Of note, there was a technical error in the question asking if RHA should support or oppose the Summit Ave proposal, so that question was discarded (it only allowed for 'yes/no' and not a clearer 'support/oppose' response).

Takeaways:

Although comments indicate very broad opposition by respondents to the Summit Ave. proposal, it is worth noting that respondents are generally less likely to comment if they have mild support vs strong opposition. It is reasonable to assume the membership base would indeed oppose the project; however, it may not be as overwhelming as the 33:1 comment number suggests since supporters may not be as likely to comment.

This is supported by a previous 2022 RHA survey on the SART issue where more than 75% of respondents stated they were firmly against the design plans as they have been presented.