

Website and email recommendations for Grant Park Neighborhood Association

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Grant Park NA website recommendations

**These are assumptions based on who the users are and their primary goals*

Users (in no particular order of importance):

- New Grant Park Resident (NGPR) - someone who recently moved to Grant Park, Portland, OR
- Existing Grant Park Resident (EGPR) - someone who currently lives in Grant Park, Portland, OR

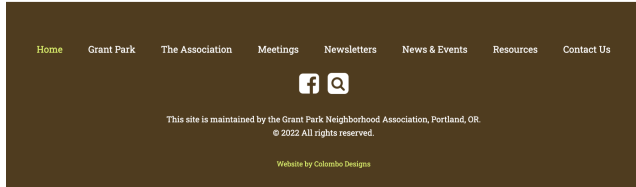

User Journeys (in no particular order of importance):

Legend	Needs improvement	Ok, but could be improved	Healthy
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- As a NGPR, I want to sign up to learn about the latest news in the neighborhood
 - Current # of interactions - **n/a - doesn't exist yet**
- As a NGPR/EGPR, I want to find the latest community news
 - Current # of interactions - **3 (is this even navigating to the right place?)**
 - Scroll down Homepage
 - Click on "News & Events"
 - Click on "PBOT Response to GPNA Letter to PBOT Regarding Pedestrian Safety on NE 33rd Avenue" (however, is this even the latest news?)
- As a NGPR/EGPR, I want to contact the board about an issue
 - Current # of interactions: **2**
 - Click on "Contact us"
 - Submit form
- As a NGPR/EGPR, I want to learn how about to get involved
 - Current # of interactions to distribute newsletter - **3**

- Scroll to bottom of homepage
- Click volunteer button
- Fill out form
- Current # of interactions to attend board meetings - ? - **no action?**
 - Scroll to bottom of homepage
 - Dead-end - no action item
- Current # of interactions to view newsletter - **3**
 - Scroll to bottom of homepage
 - Click “Download latest” (which brings me to a separate page, and doesn’t download the latest)
 - Click on Fall 2022 Newsletter

General user experience recommendations

Suggestions	Screenshots
<p>Some “ways to get involved” are either buried or not consolidated.</p> <p>E.g. “Small grant requests” could be in a section of “Take action”</p>	<p>Small Grant Requests</p> <p>Grant Park Neighborhood Association donates funds to projects that build and sustain strong community ties in the Grant Park neighborhood and surrounding Northeast Portland neighborhoods. The grants are intended to support local efforts that protect a expand neighborhood investments and help community-based organizations expand their roles as community anchors. <i>GPNA requests are limited to a maximum of \$500 per request for one-time short-term (one year maximum) projects.</i></p> <p>GPNA funds projects and activities that:</p> <ul style="list-style-type: none"> • Preserve or enhance the livability and/or safety of the neighborhood • Provide innovative community development tools • Enhance a community's organizations ability to function more effectively • Support a one-time community event open to a wide range of participants <p>GPNA gives priorities to project that:</p> <ul style="list-style-type: none"> • Promote NE Portland community resident participation • Foster collaboration among different community agencies or non-profit organizations <p>GPNA does not fund projects and activities such as:</p> <ul style="list-style-type: none"> • Individuals • Political causes, candidates or campaigns • Sponsorships • Association memberships <p>Please complete the Small Grant Request Form and submit it to GPNA board at least one week prior to the next GPNA meeting.</p>
<p>Could remove the “search” icon and feature</p>	
<p>Differentiate "Newsletter" and "News & Events"</p>	

<p>If there are no Events - maybe have a “zero-state” where it says there are no current events, and to check back.</p> <p>Or show when the last event happened with the date.</p>	<h1>Events</h1>
<p>I don’t think this fits within “News and Events” - this is more an upsell / call-to-action</p>	<hr/> <p>Do you like walking in your neighborhood?</p> <p>We need volunteers to help deliver the Grant Park Neighborhood Association newsletter to every home. Average route is 30-40 homes and the newsletter is published quarterly.</p>
<p>Is this the right order of importance for a user, from left to right?</p>	<div> Grant Park The Association Meetings Newsletters News & Events Resources Contact Us </div>
<p>Should there be a timestamp for any singular “News” article?</p>	<p>Newsletter: Safety Issues</p> <p>Our most recent newsletters include information related to safety issues on NE 33rd Avenue and important cross streets. See links below:</p> <p> PBOT Response to GPNA Letter to PBOT Regarding Pedestrian Safety on NE 33rd Avenue Letter to PBOT Regarding Pedestrian Safety on NE Broadway ↗ Letter to PBOT Regarding Pedestrian Safety on NE 33rd Avenue ↗ E-mail from PBOT Engineers re. NE 33rd Ave. Safety Study ↗ </p>
<p>Hyperlinks should be obvious - the same style is applied to headers and links (green w/o underline)</p>	<h2>News</h2> <p>Newsletter: Safety Issues</p> <p>Our most recent newsletters include information related to safety issues on NE 33rd Avenue and important cross streets. See links below:</p> <p> PBOT Response to GPNA Letter to PBOT Regarding Pedestrian Safety on NE 33rd Avenue Letter to PBOT Regarding Pedestrian Safety on NE Broadway ↗ </p>
<p>There should be clear categorization between News & Events, Newsletter and Announcements</p>	<hr/> <h2>ANNOUNCEMENTS</h2> <p>Do you like walking in your neighborhood?</p> <p>We need volunteers to help deliver the Grant Park Neighborhood Association newsletter to every home. Average route is 30-40 homes and the newsletter is published quarterly. Volunteer to help distribute newsletters here!</p> <div> News & Events ↗ </div> <hr/>

Is downloading the Newsletter important? If so, it's at the very bottom of the page.



GPNA Newsletter

Our newsletter is published quarterly and contains articles and news about the neighborhood. We hand deliver the newsletter to every home in the neighborhood. To browse past issues or view it digitally, click the button below.

[Download The Latest](#)

Are all these engagement methods important? If so, they're buried at the bottom of the homepage.

Do you like walking in your neighborhood?

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[News & Events](#)

2022/2023 Board Meeting Schedule

Public Welcome

Please email general@grantpark-na.org to let us know you will attend ideally at least two days prior to the date of the meeting, and include your physical address (residence or business) within Grant Park neighborhood, email address, and telephone number.

January 10, 2023
April 11, 2023 (Annual Meeting)

Next Meeting: January 10, 2023

TIME: 7pm



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Provide CTA to add to Calendar

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April 11, 2023 (Annual Meeting)

Next Meeting: January 10, 2023

TIME: 7pm

LOCATION: Online via Zoom

DOCUMENTS: TBD




Make “Volunteer to help...” the main CTA here

ANNOUNCEMENTS

Do you like walking in your neighborhood?

We need volunteers to help deliver the Grant Park Neighborhood Association newsletter to the neighborhood. The newsletter is published quarterly. [Volunteer to help distribute newsletters here!](#)

[News & Events](#)

<p>The 2021 email is stale news now</p>	<p>Newsletters</p> <p>The GPNA Newsletter</p> <p>The GPNA newsletter is an eight page quarterly publication that is distributed to over 2,000 homes between NE Broadway and NE Knott and from NE 26th to NE 47th, with some overlap around the outside edges. The newsletter is distributed quarterly. Usually that means it will come out around the last week of March, June, September and December. Due to the pandemic the summer and winter editions of the GPNA newsletter were not published in 2020.</p> <p><small>NOTE: Check out our news page for a recent email from PBOT on the safety issues on NE 33rd Ave., as well as the Grant High School Upper Field Hearings Officer Report, both mentioned in the Fall 2021 Newsletter (linked below).</small></p>
<p>Double-check some of the light-green hyperlinks. They fail accessibility: https://webaim.org/resources/contrastchecker/</p> <p>Can also run Google Lighthouse to get an Accessibility review: https://developer.chrome.com/docs/lighthouse/overview/</p>	 <p>Foreground Color: #829900 Background Color: #FFFFFF Contrast Ratio: 3.22:1 permalink</p> <p>Normal Text</p> <p>WCAG AA: Fail WCAG AAA: Fail</p> <p>The five boxing wizards jump quickly.</p>

Overall website recommendations

1. I'd reorganize the website's information architecture to map to the user needs and their goals
 - a. (if it's unknown what the user needs and goals are - can run a survey)
2. Maybe, if there are resources, increase the social network platform to Twitter for farther reach? Meet people where they are.
3. General clean up of information to make sure it fit's in the right categories (e.g. "Do you like walking in your neighborhood? Upsell - should that be in "News and Events"?)
4. Should secure the site connection so it looks more legit:
https://support.google.com/chrome/answer/95617?visit_id=638026536758867728-1424571732&p=ui_security_indicator&rd=1
5. Overall message cleanup to engage the community:
Clarify...
 - the purpose of the Board
 - how the Board works with the City of Portland
 - how the Board can help *you* as an individual citizen
 - how to get involved with the Board
 - how to propose topics
 - what the format looks like
 - that you can join the Board too
 - And provide concrete examples of what the Board has done (e.g. "Do you think cars are speeding too fast down your street? Then here's something the Board has done...")

Grant Park NA marketing email solutions audit

**I have less expertise in this area, and have only really used Google Groups. Also, I'm making assumptions based on the goals and budget responsibility of the Board*

	Google Groups ✓ Recommended	Mailchimp	Constant Contact
Website	https://groups.google.com/	https://mailchimp.com/	https://www.constantcontact.com/
Goals	Discussion group Bi-directional communication between	Marketing One-way communication to large groups of people	Marketing One-way communication to large groups of people
Price	Free	Free	\$9/month
Admin roles allowed	Unlimited	1	5
Maximum # of email-addresses/contacts allowed	Unlimited	500	?
Monthly email sends	Unlimited	2500	?
Works well with WordPress	It looks like it does	It looks like it does	It looks like it does
Pros	Seems like it could scale well over time It seems like you can use non-Gmail email addresses [Help article]	Built-in analytics and reporting	Built-in analytics and reporting
Cons	May need more customizing to	If there are over 500 people that	?

	have a one-way communication	join, then would need to upgrade to a paid plan	
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