

2011 Davis Neighbors Night Out Survey Results

33 party sponsors, out of 123 total, completed the survey

Questions

1 How many people, including children, attended your event:

Actual Total reported on survey	1,255
Estimate for 123 parties	4,678

2 Of that total, how many were university students:

Actual Total reported on survey	148
Estimate for 123 parties	552

3 What is your preferred day of the week for this event:

Friday	9%
Saturday	15%
Sunday	76%

4 Did you receive a visit from a City of Davis, UC Davis or an ASUCD representative, including police and fire:

Yes	51.5%
No	48.5%

5 If Yes, who stopped by:

Visits Reported

City Council members	6
City Staff	3
Police	6
Fire	3
UC Davis Staff	1
ASUCD	1
Band UH!	2
Unitrans	2

6 How did you first hear of the event:

City of Davis email or website	39.4%
UC Davis email or newsletter	6.1%
Davis Enterprise	33.3%
Other - Comments included: neighbor, prior Dnno host email, school newsletter	24.2%

7 Do you have any suggestions on how to better notify residents about the event:

Comments included: Facebook, Twitter, University outreach, Email system neighbors could use and sign up for alerts, more signs and ability to customize, post party notice on mailboxes, elementary school newsletters, library posting, farmers market booth

8 Have you discovered any tips you would like to share with future party sponsors? What worked and what didn't:

I send emails to each area resident . . . and the door-hanger . . .
Thank you for the door hanger reminders. They really helped.
We rented a bounce house so the kids had something to do. It was a huge success. I just wish more parents offered to help us pay for it!
DELEGATE EARLY!

For multiple Greek houses within a span of a few blocks, it is a little pointless to have every house hosting an event; yes, you can combine them, but even the combined parties had next to zero attendees...
The glow necklaces were a huge hit with the kids.
i think we need to hold our party 4-7 or earlier instead of 6-9, the evening party did not seem to work as well.
At last year's event, we had those who were interested sign up to receive emails. This was the start of our neighborhood listserv. In addition to the city-provided mailers and door hangers, we used both the listserv and an Evite to advertise the event.
We created and photocopied our own invitations (as opposed to the more generic city invitations) and distributed one to every house. The personal touch seems more neighborly (and fun).
We have a small planning group that met a week prior to organize. It helps break up some of the responsibilities.
I ask the neighbors to provide me with current information if they want to be included on a roster of people on our cul-du-sac. Before the event I email everyone a copy of the roster (organized by addresses). It helps refresh our memories for names. We also use it during the year to contact each other. It's helped bring our block together.
Build a community with the neighborhood or block that goes beyond one night a year. Have an email list of everyone on your block. (Another neighbor had that going even before we moved to the block.) Keep in touch about the event with multiple (3 or 4) emails leading up to the day of DNNO.
Balboa cul de sac joined with Anza cul de sac. More food, more fun.
We surveyed key neighbors to determine the best time of day to hold our event. We send a personal invitation via email to our targeted neighbors, including students and other renters. We hand-deliver invitations to those not using email. We follow-up with the door hangers the day before the event.
I stole someone else's idea and had a table with information from local nonprofits, to help promote good causes. I think we, party sponsors, and the City, could do a LOT more to make these zero- or near-zero-waste events. The flyer that was included with our door hangers was helpful, but I suspect that most people didn't read it.
We thought 4 hours would be enough time, but people actually stuck around until 9. We should have started earlier, or had it on a Saturday.
We get much better attendance when scheduling late in the day - that way the event doesn't disrupt weekend plans.
use nametags--even if people have lived within a block of each other for years, many do not know one another by name;
Make it easy for folks to participate. Everyone liked the idea of an appetizer potluck versus a dinner potluck, for example - it's not such a time commitment. Also, if you have a neighborhood email list, email everyone in addition to passing out invitations and talk it up on the street.

9 General comments: Do you feel the event was beneficial for your neighborhood? What can the City/UC Davis do or provide to make this a better event? Did the invitation process work well for you? What could have worked better:

Great to help neighbors keep in touch, like Christmas Cards, it's an annual event which does that, at minimum.
I was really disappointed in the student turnout this year, especially after I read that you all did so much outreach through the University. This is the first year that we've sponsored the event and not had ANY students come at all. Maybe next year we should do something less intimidating, like an ice cream social instead... I wish I understood what went wrong this year...
Our neighborhood loves this event and we are already making plans for next year. Everything the City and UC Davis did for us was fantastic, and a special thank you to Stacey Winton. You are so helpful! The number of UC Davis students in our neighborhood varies from year to year as we have a few rentals which sometimes have students renting and sometimes families. Several families in our neighborhood host UC Davis students here from other countries, that varies too.
YES so great. The gift cards really helped. We would love to know how to get the double decker to come here!
We have an e-mail directory for our neighborhood, so it was easy to get the word out. The door hangers were a great reminder, though.
It was a great event and neighbors really enjoyed getting together!

<p>Yes, it was beneficial to our neighborhood. Yes, the invitation process worked for us, especially the doorknob hangers (we actually attached a personal note to them with food details.) I don't think Sunday night is the best night for the party because it's a school night. Saturday would be much better.</p>
<p>Great event, liked by everyone. Need more balloons 2 of 3 popped when blew up. Arrange w/ stores to blow up balloons for discount and give store extra balloons in case pop. Glow sticks were popular, but most were bad (didn't light). Lawn signs are great, leave room to note date/time/location of event.</p>
<p>Families tend to stick to their own block/residence hosted party vs. traveling to a greek house.</p>
<p>Fourth year of hosting party. Very beneficial for neighborhood. Neighbors started asking about party weeks before event! Tried to deliver invite in person to new neighbors. Great event, requiring minimal organizational effort.</p>
<p>In the past we have had students come join, but this seemed to be a very popular weekend for other activities. I thought there would be students from 2 houses on the street, but it looked like they were not home.</p>
<p>Many fewer in attendance this year than last year. Also if it is "Night" out why so many parties in afternoon? shall we change the name?</p>
<p>In the four years I've been hosting, this was the first year that we didn't receive any visitors (firefighters, Unitrans, police officers, etc.) from the city. We know they are stretched thin and understand that we can't expect visitors every year. Having said this, it's a real highlight for the kids when someone is able to show up.</p>
<p>The attendance at our parties has decreased over the years so much so that most likely next year we will not have it. The two students and new neighbors that did show up came an hour late and by that time, we had cleaned up.</p>
<p>Yes, beneficial for those who attended. Kudos to city and UCD for all that you do.</p>
<p>This was a fabulous event and really well received by our neighborhood. Folks really got along and it was very friendly.</p>
<p>Our neighborhood loves this event!!! Maybe encourage folks to write letters to the Enterprise extolling the virtues of the event! Maybe put "Students Welcome!" prominently on the invitations...</p>
<p>Yes. Dont know. No invitation process didn't work -we need invitation process that doesn't look like junk mail/donation flyer</p>
<p>Need more invites! Need more glow sticks! Our neighborhood loves this event.</p>
<p>YES! Everyone enjoys it and appreciates the push from the City & ASUCD to bring us together. We have one rental house of UCD students on our block and it's great to get to know them. They feel part of the neighborhood.</p>
<p>Maintaining this level of support from the City would be enough to ensure we continue to have success. Even the current level is a big help. Way to go, City of Davis!</p>
<p>Invitation process excellent. Definitely beneficial.</p>
<p>Yes, our neighborhood loved it and the city did a great job!</p>
<p>We love this event and the mix of ages hat it reaches. It is very beneficial. My husband and I have already seen a difference in the relationship between our student visitors and ourselves since they attended our event! Yay!</p>
<p>It's a great event! Thank you so much for organizing it!</p>
<p>I attempted to email a pdf of what I wanted to invitations to say. I modified the word doc, but left all the official language on. However, the ones I got in the mail were not the one I had made. They didn't have an address or phone number for me so I had to write that in by hand.</p>
<p>It all worked great - thanks for all the freebies! More grocery store coupons would be great to give the hosts a little break on some of the costs - we always end up covering more than our share.</p>
<p>Anything like this that gets people talking is a good thing; we have one new UCD student in our neighborhood this year and despite a personal welcome and appeal for her to attend, she did not even though she was home. I believe she may not have attended because of a perceived language barrier and perhaps being shy socially. Can't force things that have to happened gradually. I have to admit to being tired of hosting this after 5 or 6 years. I'd like another neighbor to host so he/she can shake things up and try something new. I can tell everyone waits for me to host--I'll have to raise the topic with neighbors when the early notices come out. At least I know almost all my neighbors well enough to say something--that speaks well for DNNO. It's a great event.</p>

Any time neighbors get together it's great! We hope to host another non-official neighborhood party this spring so we can have two a year. I didn't sign up to be a party sponsor until 9 days before the event and didn't receive the invitations until the Wednesday before. Having the invitations earlier would have been great to give folks more time to plan to attend. I'll sign up earlier next year if I am able to host. We appreciate all the city support and the kids loved the glow in the dark necklaces. Thanks!

We were very pleased with our event and appreciated all that the city did. A big THANKS to Stacey

Great event! Everyone loves it. I can't think of anything to improve upon. It is very well organized!!

We had new neighbors on our street so it was a great way for them to meet their neighbors. No students live on our street so we did not have any students.