



PROUDLY BASED IN
Lancaster, PA
a Certified Welcoming community.

Department of Neighborhood Engagement 2024 Proposed Budget

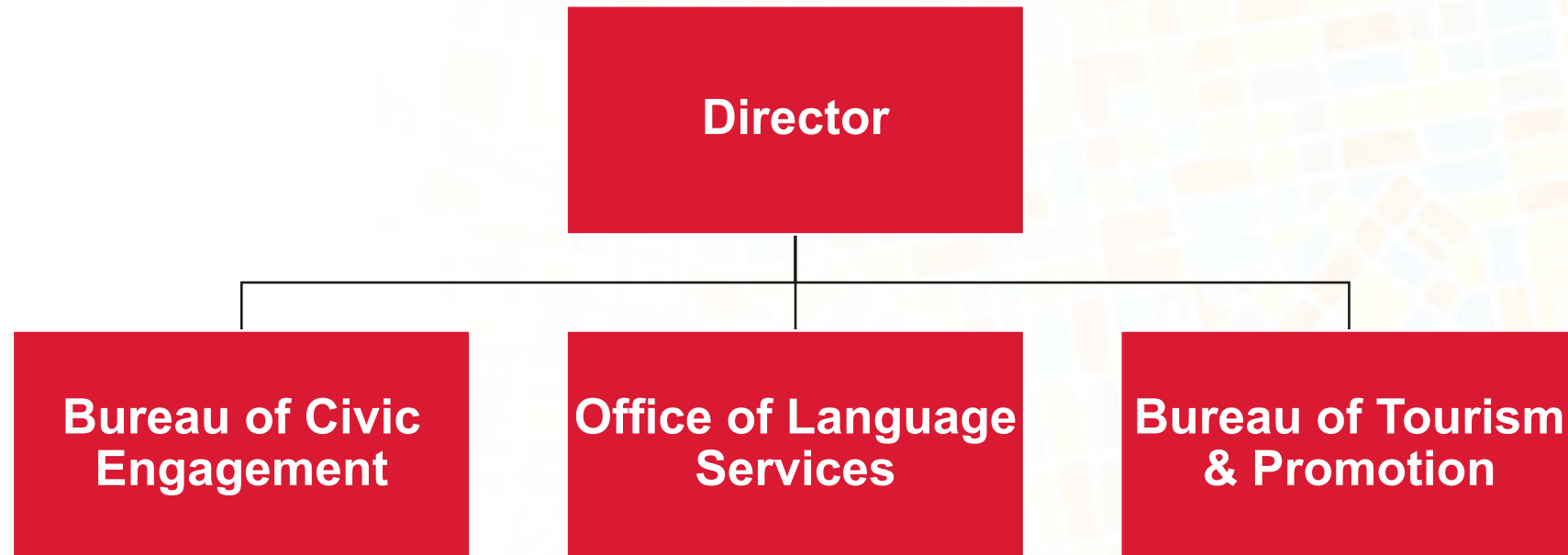
DECEMBER 9, 2023



CITY OF
LANCASTER

NEIGHBORHOOD ENGAGEMENT

Department of Neighborhood Engagement



Office of Language Services



Zayra Falu
Language Access

2023 ACCOMPLISHMENTS

- Launched HIVE Language Access Request
- 30+ ASL interpretation sessions
- Developed the Language Access Staff Resources Page
- **Propio One Platform increase usage**
 - **Propio Analytics Launched**
 - **19 unique languages requested**
 - Top languages Spanish, Swahili, Arabic.
 - **5,515 interpreted minutes.**



2024 GOALS

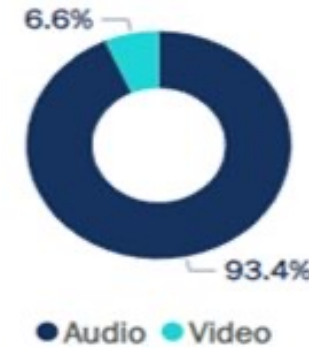
- Continue to improve and expand language access, policy, and training- **New Office of Language Access.**
- Welcoming Partner Convening Facilitation & Reporting
- Community Language Access Promotion
- Implement Language Access Dashboard
- Continue Language Access Training

2023 Propio Analytics

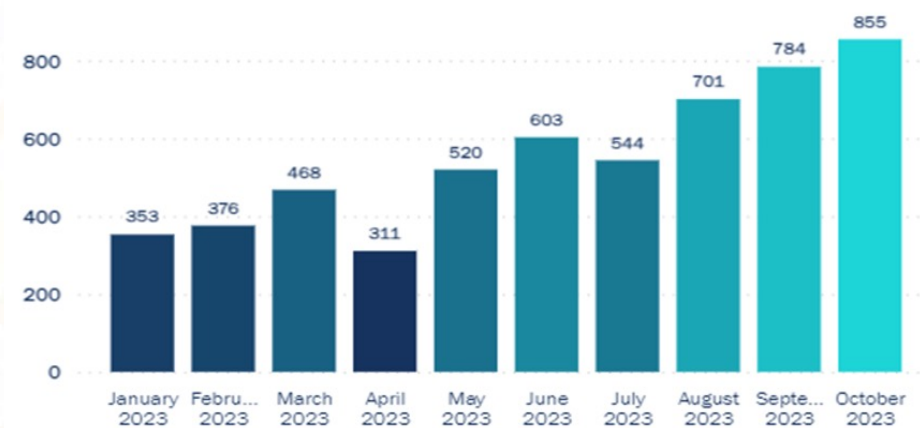
Minutes by Language

Language	Calls	Minutes
Spanish	172	2,325
Swahili	115	1,777
Arabic	19	398
Kinyarwanda	16	277
Haitian Creole	21	264
Nepali	8	104
Karen	2	86
Burmese	6	62
ASL	7	45
Pashto	5	36
Amharic	2	27
Dari	2	25
Persian	1	17
Creole	1	13

Minutes by Call Modality



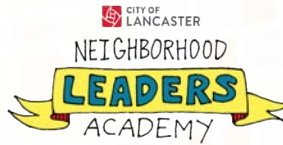
Interpretation Minutes



Engagement Programs

2023 ACCOMPLISHMENTS

- Love Your Block
 - 26 awarded community projects
 - 98 since inception
- Neighborhood Leaders Academy
 - 35 graduates
 - 113 since inception
- Mayor's Neighborhood Month
 - 4 block parties
 - ~100 residents at each
- AmeriCorps VISTA Grant
 - 3 new VISTAS
 - \$40K CNCS grant for staff support



Gabrielle Buzgo
Bureau Chief

NLA JP 2023



National Night Out



NLA Fall 2023



Engagement Program Metrics

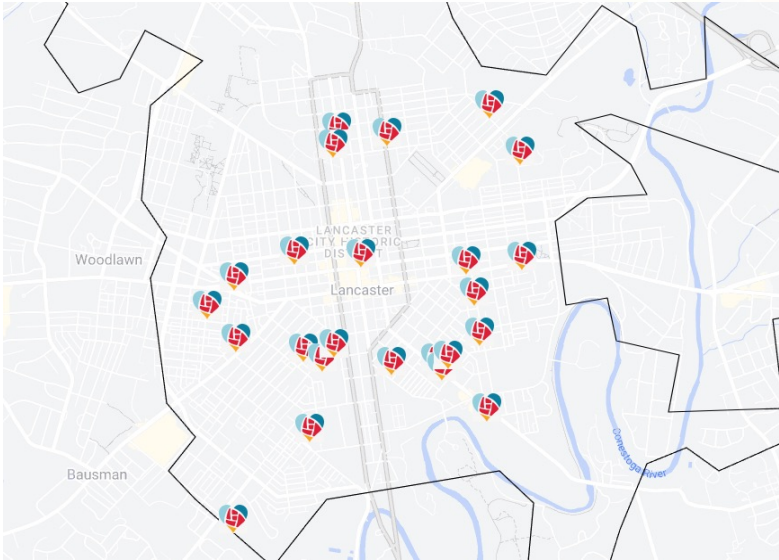
Love Your Block

 **26**
PROJECTS

 **9**
BLOCK PARTIES

 **350**
BACKPACKS

 **33**
BAGS OF TRASH




2100+
PEOPLE IMPACTED

131
PROJECT LEADERS & VOLUNTEERS

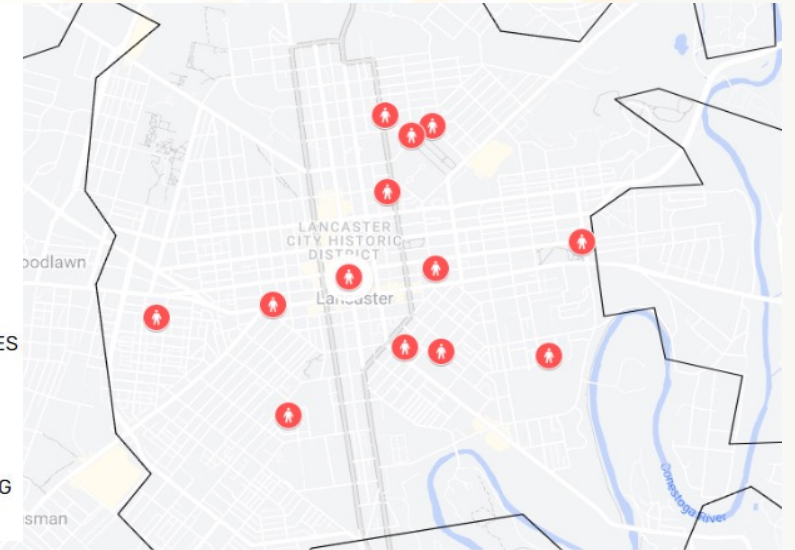
Neighborhood Leaders Academy

 **90%**
RECOMMEND TO A FRIEND

 **57%**
BIPOC PARTICIPANTS

 **80%**
GAINED HELPFUL RESOURCES

 **100%**
INCREASED UNDERSTANDING
OF LOCAL GOVERNMENT



CONNECTED RESIDENTS TO

7
ORGANIZATIONS

24
SPEAKERS

14
GOVERNMENT OFFICIALS

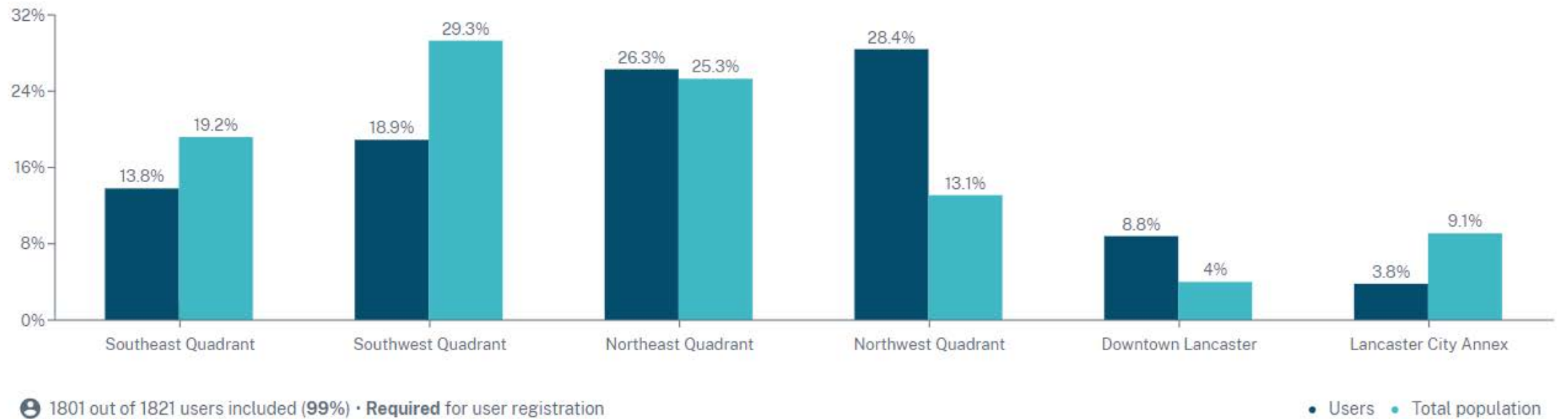
Engage Lancaster

278 New Registrations

- 2586 total users

581 Posts

- 788 reactions



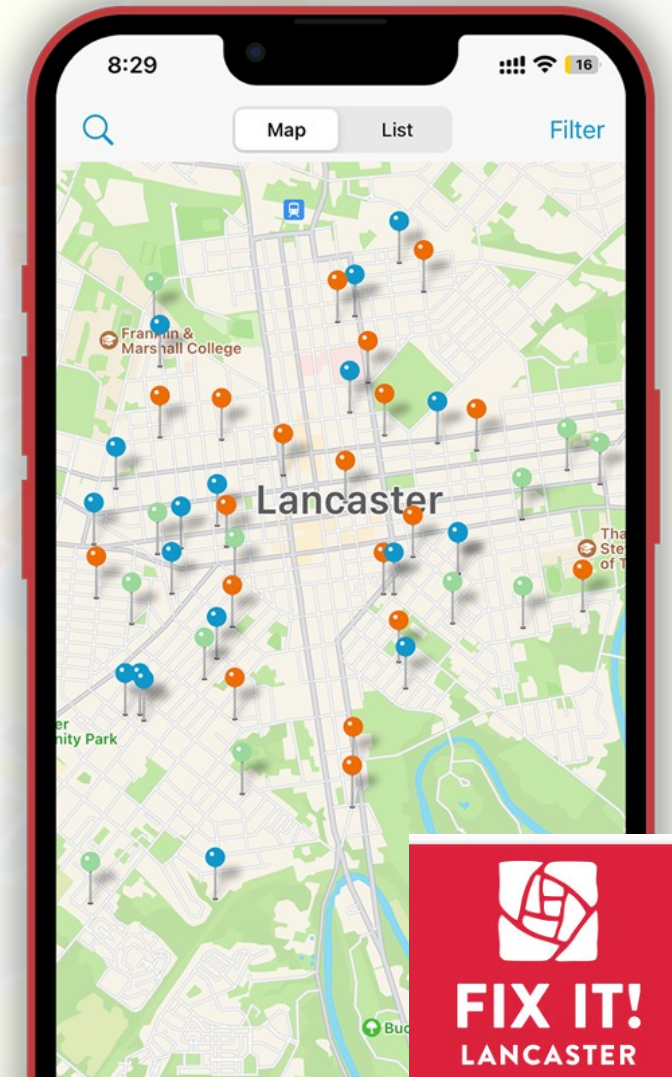
Fix It! Lancaster – Year One

USAGE

- 2,627 requests submitted
- 2,358 requests closed
 - 89% requests are addressed
- 395 registered users
 - You do not need to register to use Fix It!

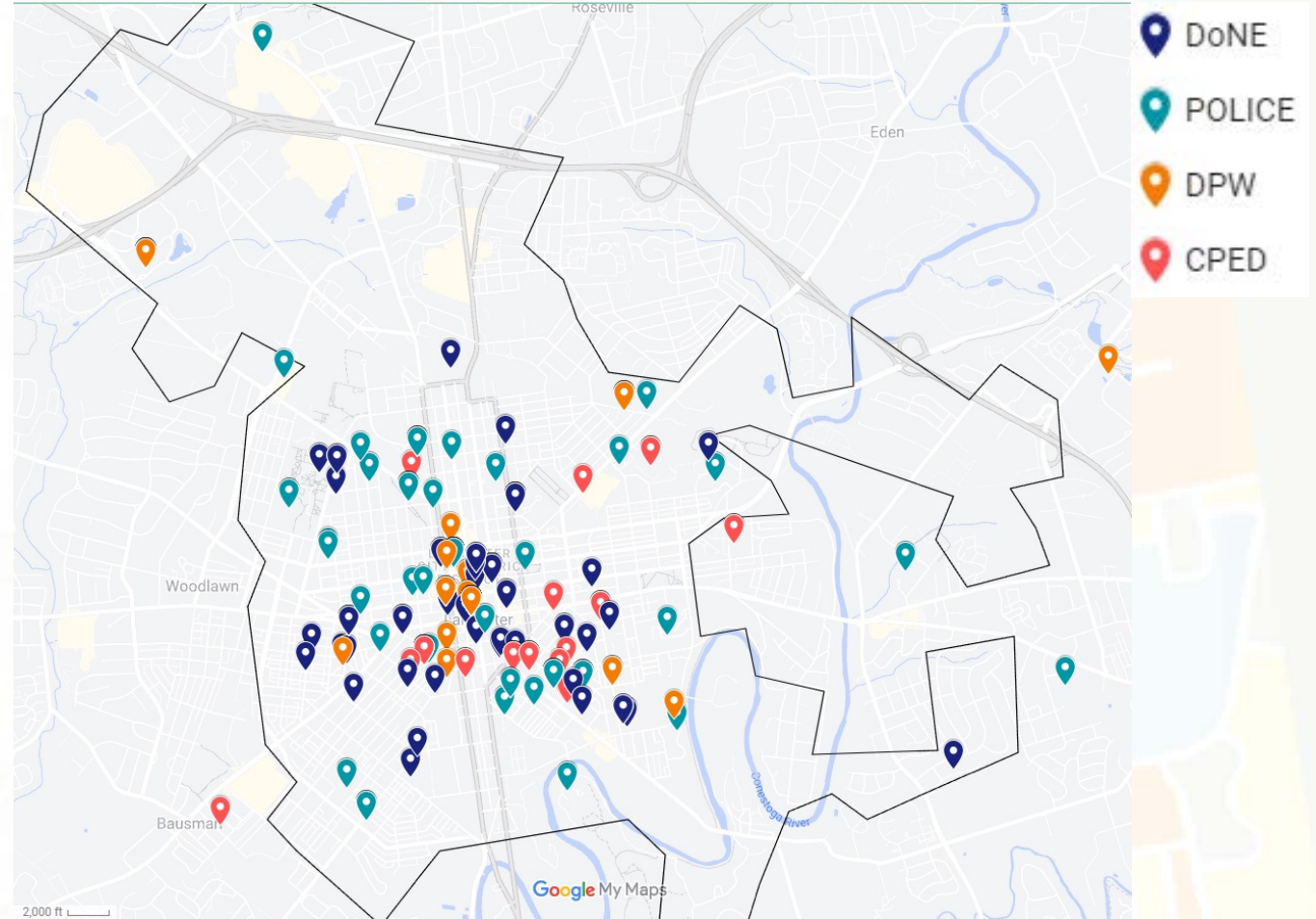
DATA POINTS

- Avg 2.7 days to acknowledge a request
- Avg 10.5 days to close a request
- Top 3 categories:
 - Trash & Recycling
 - Overgrown Weeds & Grass
 - Litter/Debris



Engagement Tracker

Engagement per Dept	
CPED	33
DONE	153
DPW	57
Fire	200
Police	100
Total	543



Bureau of Tourism & Promotion



Cheila Huettner
Bureau Chief

2023 ACCOMPLISHMENTS

- Tourism Master Plan Consultants onboard and phase one launched
- Successful execution of 7 city-led events with revenue generating model and the introduction of the First Friday Trolley
- Increased emphasis on promotional initiatives supporting small businesses. (Small business Sat, Lanc Shops Late, Indie Retail Week, Holiday Retail Trail and Lancaster City Lights)
- Restructured positions
 - New Permitting Coordinator, additional Travel Consultant, TC level 2
- Special Events and Permitting Guide finalized
- Welcome Center received over 10,123 visitors.
- Launched the Visit Lancaster City App

2024 GOALS

- Lead in the development of marketing the City of Lancaster as a destination for tourism
- Develop 10-year Tourism Master Plan
- Develop an improved 2024 event season to provide impactful programs that enhance economic development
- Manage implementation and renovation of Welcome Center Re-Design
- Execute planned, cooperative efforts with external partners for marketing and programming

Communications & Marketing



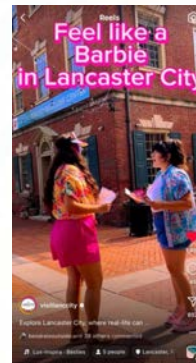
Carly Patterson
Travel Consultant &
Digital Media Specialist

2023 ACCOMPLISHMENTS

- Increased reach and engagement
- Website – 140,272 total users
- Facebook – 566,104 users reached (up 79%)
- Instagram – 2,572 new followers (up 98%)
- Visit Lancaster City App – 1,620 downloads
 - 9,675 user sessions
 - 39.9k pageviews

2024 GOALS

- Grow the Visit Lancaster City app
- Expand destination marketing local, regional, international.
- Expand partnerships and collaborations with businesses and organizations to boost marketing efforts



Most Viewed Reel

- 1,493 likes
- 30,115 accounts reached
- 2,300 interactions

[View Reel](#)



Collaborative Post

Reel collab with Fig & Discover Lancaster

- 13,310 accounts reached
- 21,016 total plays

[View Reel](#)



CITY OF
LANCASTER

NEIGHBORHOOD ENGAGEMENT



CITY OF
LANCASTER

NEIGHBORHOOD ENGAGEMENT



CITY OF
LANCASTER

NEIGHBORHOOD ENGAGEMENT

Department Budget Overview

	Operating Expenses	Personnel Expenses	Total
2023	\$168,069	\$737,621	\$905,690
2024	\$262,100	\$698,142	\$960,242
	+ \$94,031	- \$39,479	+ \$54,522

Grants & Sponsorships

	Grants	Sponsorships	Total
2023	\$140,000	\$232,771	\$372,771

	Grants Submitted	Sponsorship Goal	Total
2024	\$280,000	\$300,000	\$580,000

+ \$207,229 Fundraising Increase in 2024



PROUDLY BASED IN
Lancaster, PA
a Certified Welcoming community.

Department of Neighborhood Engagement 2024 Proposed Budget

DECEMBER 9, 2023



CITY OF
LANCASTER

NEIGHBORHOOD ENGAGEMENT