



## MEMO

**To:** CAMConnect Executive Committee  
**From:** Derek Ziegler  
**Date:** December 9, 2004  
**Re:** Program Manager Update

### PROPOSALS / FUNDING

Camden City School District – Stan White, at the direction of Greg Allen, contacted me to prepare some maps for the District's Safe Corridors Initiative. These maps will be featured in booklets produced by the District and distributed to parents. I prepared 30 maps (one for each school) just before Thanksgiving. In addition to ~\$1,000 in payment for 20 hours of work, Stan said that we could put the CAMConnect logo and website on every map, so it could be a good marketing tool for CAMConnect, especially since the District plans to print 10,000 booklets. I have also asked the District to become members of CAMConnect. One potential problem is what happens if the information provided by the District was inaccurate, and thus was rendered incorrectly in the maps. I have drafted a release from liability that I am waiting to hear back on.

Annie E. Casey Foundation 2005 – Jeff Brenner and I submitted an update this week to Cindy Guy at Casey documenting our funding commitments and activities for 2004 and 2005. This was done with the goal of getting Casey to commit to multiple years of funding, which would allow CAMConnect to begin serious discussion of hiring additional staff. We are awaiting word from Casey as to whether they will approve this.

### PROJECTS

Camden Data Open House – December 3 –

The Data Open House event was held on Friday, December 3, 2004 at Rutgers. Approximately 85 people attended. Turnout was helped by Rutgers students who were required to attend for a class, but even excluding them, we had about 40 people at various times throughout the morning. Three different panel discussions (public safety, neighborhoods, and children and families) took place, along with a keynote presentation on prisoner re-entry data by the New Jersey Institute for Social Justice. I have sent some evaluation questions to the presenters, and I will write up the successes and challenges of the event more fully once I have their responses.

### Camden City Kids Count –

200 copies of the report have been distributed at ARCC, Camden Family Day, Camden Neighborhood Renaissance, and the CAMConnect Data Open House. More copies are available from the Program Manager for additional distribution.

The Camden Empowerment Zone and the Camden City Youth Services Commission have each pledged \$5,000 for possible outreach-related activities. This funding comes with restrictions in both cases—it can't be used for staff/consultant time or printing costs. I have contacted both organizations to get a better sense of the restrictions in place, but have not yet heard back. We need to come up with ways of using these funds. Some possibilities: an Executive Summary of the report / "wheel" that is very user-friendly for residents or training youth/residents to become ambassadors for the report.

### Camden Weed & Seed Evaluation

Initial analysis of the 2004 survey data has begun, and some comparisons have been made to the previous data. Jean Mouch presented the initial analysis at the December monthly Renaissance meeting. Jean and Derek met with the Police to see what crime data are available and to better understand the C.O.P. program. The Police are going to provide data for each Weed & Seed focus area and site by early January. CAMConnect will continue trying to build this relationship so that CAMConnect may eventually have access to the entire Police databases. This project

## **WORKPLAN**

### *Promised to Casey Foundation*

#### *Task 1: 2004 Reports*

##### Quarter 1: Health Report

Cooper has hired Ian Hoffman, who worked on the initial injury report, for a fellowship to work on this data. We have been approved by all three hospitals for the revised research protocol. Now, it is a matter of working with the hospitals to get their datasets in the appropriate format. This may not be possible by the end of the year, so I am prepared to update the existing "Injuries" report prepared by CAMConnect to include the last three years of data from Cooper only.  
Percent Complete: 75%

##### Quarter 2: Municipal Budget and Taxes Report

I am dissecting the City and school system budgets and developing some ideas for presentation and analysis. I have gotten some additional ideas from A Citizen's Guide to the Newark Budget, prepared by NJISJ. Percent Complete: 70%

##### Quarter 3: Employment Report

I have been participating in the Employment Working Group of ARCC, which has provided me with some contacts and context for this report. I have been working with Laura Gessman, one of the students working with ARCC, to track down some additional data. Specifically, we are looking at the figures cited by Mr. Primas that 5,200 Camden residents have found better-paying jobs in the past year. We have obtained data from the Camden Higher Education and Health Care Task Force to show their employment of Camden residents. These data will be augmented with Census data and zip code business patterns to prepare this report  
Percent Complete: 70%

#### Quarter 4: Quality of Life Indicators Report

I am on track to prepare a summary of the Hopeworks survey data for internal discussion, along with a memo describing challenges and problems with the process. Percent Complete: 85%

#### *Task 2: Public Documents*

I have posted and/or linked to the following in the past month:

- ➔ Current Camden Police contract (obtained via County OPRA request)
- ➔ Data from Safer Cities Initiative (Rand Institute), including point locations of different crimes in 2003.
- ➔ Camden Higher Education and Healthcare Task Force, Economic Impact Study
- ➔ Previous Casey-commissioned reports on Camden.

#### *Task 3: Data Exchange*

See description above for Data Open House

#### *Task 4: Citizen Satisfaction Mechanisms*

See information under Quarter 4 report, above.

#### *Task 5: Expanding Funding Base*

For 2005, I would recommend exploring relationships with local foundations, such as Wachovia Regional Foundation, William Penn Foundation, and others.

#### Other Activities

*Marketing* – I received photos from Jenny Greenberg to provide a better background for the brochure. I would also like to incorporate photos from the Data Open House into the brochure. I received comments from Jeff, Hilary, and Jean on the content, and I think we are pretty close on that front. Jeff and I have discussed preparing an entire marketing package, not just a brochure. This marketing package would include “project sheets” with descriptions of CAMConnect products / services (such as voter participation, Kids Count, injuries, evaluation services, GIS mapping, etc.) along with a professional-looking folder.

*NNIP Conference* – I attended the NNIP meeting in New Orleans from December 1-2, and included a paragraph about CAMConnect’s activities in the conference folder. Much of the meeting was devoted to a discussion of what NNIP should be. We did hear some interesting presentations on website usability by the New Orleans partner, along with a preview of a new website developed by the Fannie Mae Foundation that will allow for the download and mapping of housing and Census data to the neighborhood level.

*Abbott Indicators Project* - The project schedule has been delayed somewhat by a decision to have more extensive peer review prior to a District review before the document is distributed to the entire review team. Once the report is ready, the review committee will have two facilitated meetings to discuss and revise the report. Final report release date is unknown, but there will be a series of community meetings following sometime in 2005.