



Bainbridge Island Senior Community Center

January 14, 2021

Rosalind Lassoff, CMC
Executive Assistant
City of Bainbridge Island
Bainbridge Island, Washington 98110

RE: Annual Report for BRN project

Dear Roz,

As required in our Agreement for Human Services funding relative to the Bainbridge Resource Network, we are respectively submitting our "Annual Report" for 2020:

1. Progress:
 - i. Describe the work completed to date:
 1. On April 1, we successfully launched the Bainbridge Resource Network website under the URL of <https://resourcedirectorybi.org> with 227 records. We have been able to continually update the data; currently we have 273 active records, reflecting resources for seniors and families. Most of the entities are governmental agencies or nonprofits, though some bonded, licensed businesses are also listed.
 2. Briefly describe progress made during the first year of funding against the key indicators of success: We were able to engage a significant number of individuals in using the website (see relevant statistics), and our surveys of users indicates that most find the product to be useful and reliable. We added phone surveys to our email and on-site surveys. The number of surveys received, under 25 in each of two periods) was less than we'd hoped, but the results were strongly positive.
 3. Relevant statistics:

	(1) Total Users	(2) New Users	(3) Pages per session	(4) % Bi residents by IP address	(5) @ nearby users by IP address
April-Dec 2020	5,003	4,899	2.09	25%	68%*

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The Bainbridge Island Senior Community Center is a 501(c)(3) organization, tax ID 91-1232334

*includes unknown

4. Did you meet your goals during the term of this contract?
 1. Our outreach and engagement with organizations was severely hampered by the COVID-19 pandemic. Due to COVID, we were not able to continue with in-person trainings of organizations, but we have reached out with phone notifications, letting organizations know they are listed and inviting them to update our data. Many organizations would like to be able to suggest updates themselves without going through a middle person.
 2. We were able to launch the website, as we had promised. There is interest in listed organizations to more easily update their data (currently done by email). This would require additional software work, something contingent on future funding.
 3. We attracted what we believe is a significant audience (see item 3). However, marketing of the site through direct mail and digital advertising is judged to be necessary to keep awareness of the website. Possibly sponsorship funding could provide revenue to underwrite such messaging.

Respectfully submitted,

A handwritten signature in blue ink that reads "Reed". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Reed Price, executive director

CC: Bill Luria, president