

An Overview of Our Neighborhood Organization

Our Alum Rock Neighborhood has a neighborhood organization for the benefit of the residents and to improve the quality of the neighborhood. This organization is called the Alum Rock Neighborhood Coalition, or ARNC (pronounced "are nack"; www.arnc.org). It consists of two affiliated groups: a "Discussion Forum" and an "Action Arm".

There are current neighborhoods within the Alum Rock community that are organized (i.e. Highlands, Warner Heights, Fleming Avenue) and have ways to communicate with each other. Our organization is meant to respect the diversity of our neighborhoods and the existing groups while creating unity among us.

Discussion Forum: ARNNE – Alum Rock Neighborhood Network E-List (pronounced "are knee") is the neighborhood's email discussion forum.

- It is intended to be similar to neighbors having a discussion over a backyard fence. See the "Guidelines for Posting" section below.
- It is also a way of broadcasting news or inquires to other members of the group.
- And it provides a communication method to organize neighborhood functions and activities.
- ARNNE does not exist simply to be the discussion group for the ARNC Action Arm.
- There are 380+ members who either subscribe to the email list or have joined the ARNNE Yahoo group
- ARNNE Yahoo Group website: (<http://groups.yahoo.com/group/alumrockneighborhoodnetwork/>). Explore the left hand menu items Database, Group Events Calendar, Files, and Attachments for useful and interesting info.
- ARNNE page on the ARNC website: <http://www.arnc.org/ARNNE>. This includes such things, among others, as neighbor recommendations for businesses, and local gardening information.
- ARNNE was borne out of the demise of the New Neighborhood Voice newsletter (RIP: November 2006) and the wish to continue the communication within our Alum Rock community.

Action Arm: ARNC (same name and pronunciation as the overall organization):

- Brings neighborhood issues and needs to the City and County governments;
- Brings City and County government resources to the community;
- Has volunteer projects during the year to improve our community. These projects are selected by the ARNC Board and with approval of the ARNC members.
- Not all neighborhood projects are operated or directed by ARNC. Often neighborhood teams, independent of ARNC, are formed to address a specific issue.
- ARNC does not exist simply to implement ARNNE interests.
- There is not a formal membership list, but ARNC does maintain an email address list for those who want to receive ARNC information. However, ARNC does post the information on ARNNE.

About our Alum Rock Neighborhood

The Alum Rock neighborhood is approximately a 3 mile x 3 mile area:

- Penitencia Cr to Story Rd – just under 3 miles (North to South)
- Hwy 680 into the hills (~Crothers Rd)– just under 3 miles (West to East)
- See a map at <http://www.arnc.org/about.html>.

Here is some information on our great neighborhood. It was collected using public info available on the web (zip code maps and ZIPskinny.com) as a source and used zip codes as a base.

ARNNE Zip Codes:

- 95127 covers ~95% of ARNNE
- 95127 ~75% is in ARNNE (the other 25% is South of Story Rd continuing to Martin; by est. population, not geographic area)
- 95116 ~20% is in ARNNE (South of McKee btwn 680 and Capitol Ave)
- 95133 ~33% is in ARNNE (North of Mckee btwn 680 and White Rd)
- 95127 extends south beyond Story to Martin (~ 1 mile)
- 95127 extends east beyond Crothers into the hills (east to approx. Cherry Flat Reservoir & south to Clayton Rd)

ARNNE Population Households (“housing units” via ZIPskinny)

- Total: 67,717 17,209
- 95127 45,456 11,776
- 95133 5,203 1,414
- 95116 17,057 4,018

ARNNE Demographics (From 2000 census data via ZIPskinny.com)

- Race
 - 53% Hispanic
 - 23% White
 - 17% Asian
 - 3% Black
 - 4% Nat. Amer., Hawaiian, “Other”, or Multi
- Education
 - 18% 4 yr college degree or beyond (Bachelors or graduate/professional degree)
 - 50% High School graduate (some went on to some college or AA degree, but not B.S.+)
 - 32% Didn’t graduate from High School
- Income
 - 10% > \$150,000
 - 15% \$100k - \$150k
 - 75% < \$100,000

\$63,000 Median household income

- Other

54% Are married;

31% Have never been married

59% Have lived in the same home for 5+ years

All demographic data from 95127 zip code (Conclusion was it would skew results to average in the other zip demographics)

95133 & 95116 zip codes are quite different in some aspects but their residential areas that are part of ARNNE are much like the rest of ARNNE which is mostly 95127)

Guidelines for Posting

- Please use ARNNE to “post” (send) announcements and have discussions about the issues of the day you think are important. Here are examples of ARNNE's many uses - announce garage sales, lost dogs/cats, business openings/closing, public meetings, candidate forums, neighborhood recommendations, etc.
- Don't use insulting, inflammatory, words! Regardless of topic, it is never acceptable to personally attack another person, on or off of ARNNE. Be as courteous to your neighbors online as you would be in person. And be aware that with our very diverse community, what is humorous to you may well be quite insulting to others. In the past, use of insulting or inflammatory words was the most problem-causing area in ARNNE posts. It's great now and needs to stay this way. If you're not sure, ask someone before you post it! Be polite. Or be civil. Or be quiet...
- Think twice before posting if you're really just blowing off steam and especially if there really isn't a practical action to be considered. Doesn't mean you can't – things fall into gray areas – but remember people aren't fond of these posts.
- Let a post end or move responses off ARNNE when it becomes a discussion between only a few people.
- A clear, specific, "Subject" line that will help people determine if the post is of interest to them. For example, some people may be interested in Education topics, but not in every Education post. Include enough in the Subject line so that readers can tell the specific nature of it.
- Use the same "Subject" line if your response is continuing the specific topic.
- Use a different or modified "Subject" line if you're shifting the topic (posts often morph into other subjects but the subject line is often not changed)
- Specifically not allowed on ARNNE are commercial solicitations or political campaigning: no selling telephone time or investment opportunities, and no soliciting of campaign contributions or volunteers. This does not, however, exclude localized personal posts such as yard sales, a great kid's lemonade stand that has popped up, or responses to requests for information about products or contractor recommendations.
- It is OK to occasionally announce items for sale, provided: (1): it is not a commercial business (e.g., okay to sell your own car, but not for a car-dealer to do so); (2) be short and sweet: invite interested parties to contact you for more details; (3) include

the words "FOR SALE" in the subject line. It is also okay to announce candidate forums, but not okay to promote an event on behalf of a single candidate.

- It is also OK to offer to neighbors, for free, items you no longer need. See "Guidelines for Free Item Posting" below.
- It is general good practice to not divulge personal information such as the home-phone or street-address of anyone but yourself unless they've said it is OK. Many people are careful about this information online - let each make their own choice.
- Do not send attachments, and do not incorporate any but the smallest graphics into ARNNE posts. They are annoying for subscribers with dial-up modems, can clog email in-baskets, and may spread viruses. To "send" a picture/graphic, Or post it to your own or a third party website. Or post it to the ARNNE Files section of our website. Then provide a link to it in your post.
- ARNNE is not a joke-exchange: Please do not post general jokes, cartoons, etc.: they clog the system, and not everybody finds them funny. Humorous stories and anecdotes of life in Alum Rock, on the other hand, are welcome.

Guidelines for Posts Outside the Desired Appropriateness

- When you feel a post has an offensive tone or is an inappropriate topic, speak up.
- When a post is, or has become, inappropriate, give it a little time to see if more people actually are interested or if the discussion is moved offline. If it doesn't 'self-correct', speak up.
- Speaking up is:
 - You can contact the poster directly.
 - You can also, or instead, contact the Moderator and they will contact the poster. It's reasonable for posters to be told what the objection is, and to expect people to be willing to step forward. You are almost certainly not alone. If it's not worth coming forward, perhaps it's not as objectionable a post as first thought!
 - Tell the poster (or the Moderator), what's the issue. It's not fair to not say, and you can't fix what's not clear.

Guidelines for Free Item Posting

In the survey 86% of us expressed a desire to offer to neighbors, for free, items you no longer need. In essence an ARNNE "Freecycle". It's all about reuse and keeping good stuff out of landfills. And giving our very own neighbors first opportunity before finding items a good home outside of ARNNE members!

A very worthwhile alternative is to donate the item(s) to local non-profits that make good use, and generate revenue from, the items. An excellent example is the Youth Science Institute (YSI) Thrift and Gift on Alum Rock Ave.

- Title the Post with a format of: "OFFER: *Short_description_of_the_Item(s)*"
- In the body of the Post, describe the item(s) enough so people understand the item and its condition.

- Only offer an item(s) once on ARNNE. If it's not taken, please consider using Freecycle.org to find someone who could use it.
- Everything posted must be free, legal, and appropriate for general readership.
- Respond only to the person who posted (rather than the whole group) if you're interested in getting what's offered. It keeps down the sheer number of e-mails.
- Responding with a couple suggested specific pickups (day and time) can greatly speed getting it arranged. For example "I can pick it up tonight btwn 6 & 8 or tomorrow (Sun) between 10am-noon".
- Etiquette is that the recipient picks up the item rather than giver delivering it.
- Arrange pickup with one person only, rather than telling multiple people that it will go to "whoever gets here first." If the person does not pick it up, then arrange with the next person.
- SAFETY. Here's what Freecycle.org says: Be aware! Freecycle strongly feels it isn't a good idea to list your phone number or exact address in your post to the group. ... Giving personal details about you or your children is also strongly advised against. It is up to each individual member of Freecycle, when arranging to exchange an item being given away, to be appropriately aware of the potential risk of having "a stranger" come to your home to pick something up or to go to a stranger's home if you're the recipient. Freecycle.org {and ARNNE} assumes no responsibility for this risk. You may want to say that you'll leave the item on the front porch while you are not home or arrange to have someone with you if there is a large item involved.
- Let's not do a post to announce the item has been "TAKEN" or "RECEIVED". We don't want to flood ARNNE with posts that likely aren't needed with our membership size.
- Let's not do "WANTED" posts. Freecycle.org allows them and you are much more likely to have success with their larger number of members.

A Little about Freecycle

If you're not familiar with Freecycle (<http://www.freecycle.org/>), I highly recommend you check it out. The Freecycle Network™ is made up of 4,882 groups with 6,952,000 members across the globe. It's a grassroots and entirely nonprofit movement of people who are giving (& getting) stuff for free in their own towns. For them too, it's all about reuse and keeping good stuff out of landfills. Membership is free.

There are a number of Freecycle groups in the Santa Clara valley. Our local group is http://groups.yahoo.com/group/Milpitas_Berryessa_EastSanJose_Freecycle/ and has more than 2300 members.