

Flagstaff Local- My Actions Matter

Results and Path Forward





Flagstaff Local – My Actions Matter



. . . a movement, not just a campaign

My actions matter

WHO: Flagstaff Local is a community movement that encourages and celebrates residents that choose to shop Flagstaff, volunteer, be eco-friendly, donate, support education, mentor and vote. By taking part in the Flagstaff Local movement, you are connecting what you love about Flagstaff and living here, with your everyday actions.

WHY: Choosing to buy coffee from a neighborhood coffee house or buying your next vehicle from a Flagstaff dealer directly results in your money staying here. Simply said, when you spend in Flagstaff, your money stays in Flagstaff. Equally important, when you volunteer, be eco-friendly, donate, support education, mentor, and vote you are also contributing to everyone's overall quality of life.

You love Flagstaff. We love Flagstaff. Let's come together, share our actions, and be the city where people continue to visit, discover, grow, and thrive.



Flagstaff Local – My Actions Matter



WHAT:



SHOP FLAGSTAFF



VOLUNTEER



BE ECO-FRIENDLY



DONATE



SUPPORT EDUCATION



MENTOR



VOTE



... a movement, not just a campaign

How it works:

It's simple...

1. Sign up at flagstafflocal.com.
2. Share your actions.
3. Earn Points.
4. Be Rewarded.



. . . a movement delivering brand awareness

Target Audience:

Flagstaff residents who value our environment, our people, and our overall quality of life.

Timeline:

October 30 – November 15, 2019: Introductory with program education.

November 16, 2019 – June 1, 2020: Movement participation dates.

June 6: Grand prize awarded during Flagstaff Hullabaloo.



Flagstaff Local – My Actions Matter



Deborah,
community organizer

*"Bringing people together
creates a stronger and more
vibrant community."*



**FLAGSTAFF
LOCAL**

My actions matter

TAKE ACTION

- SHOP FLAGSTAFF
- VOLUNTEER
- BE ECO-FRIENDLY
- DONATE
- SUPPORT EDUCATION
- MENTOR
- VOTE

**EARN POINTS
BE REWARDED**

**Sign-up at
flagstafflocal.com**

Premier reward sponsor



Brought to you by the City of Flagstaff | @FlagLocal

Reward sponsors



Jay,
third generation Ulibarri

*"My family supports education by
teaching and volunteering at local
schools and attending NAU."*



**FLAGSTAFF
LOCAL**

My actions matter

TAKE ACTION

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Brought to you by the City of Flagstaff | @FlagLocal

Reward sponsors



Gene,
citizen of the year

*"My most rewarding time is reading
to the young children at
our local schools."*



**FLAGSTAFF
LOCAL**

My actions matter

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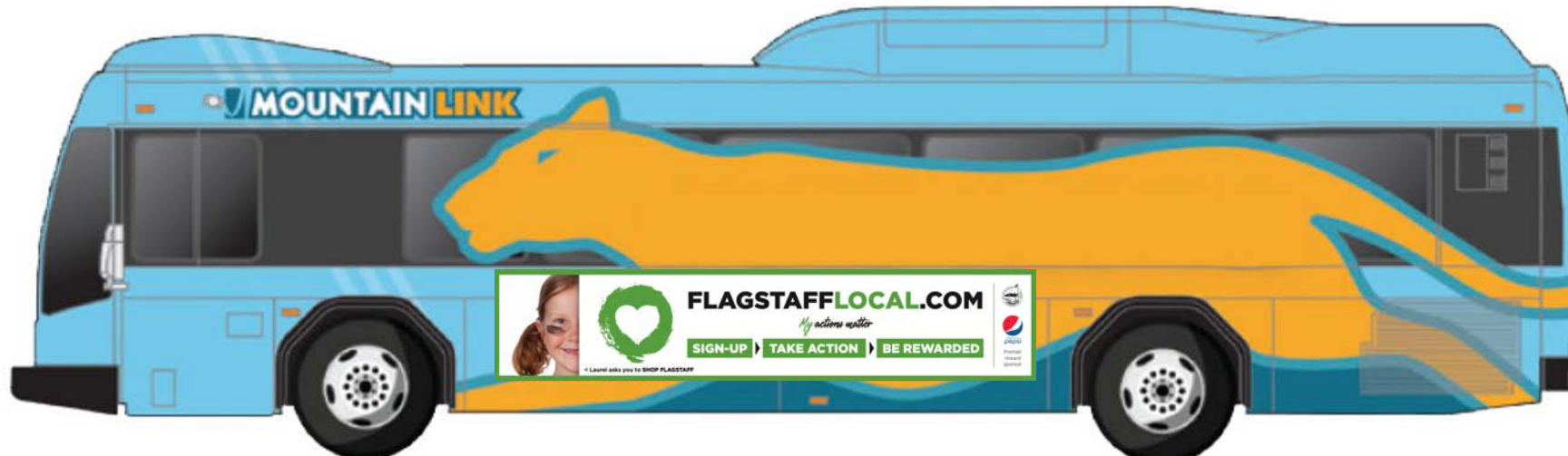




Flagstaff Local – My Actions Matter



9 NAIPTA buses, king panels and tails



◀ Sarah asks you to **SHOP FLAGSTAFF**

FLAGSTAFFLOCAL.COM

My actions matter

SIGN-UP ▶ **TAKE ACTION** ▶ **BE REWARDED**



Premier reward sponsor



Flagstaff Local – My Actions Matter



Flagstafflocal.com

Bill stuffers

FLAGSTAFF LOCAL
My actions matter

TAKE ACTION. EARN POINTS. BE REWARDED.

OUR RESIDENTS ARE CENTRAL TO THIS MOVEMENT

FLAGSTAFF LOCAL IS A COMMUNITY MOVEMENT that encourages and celebrates residents that choose to Shop Flagstaff, Volunteer, Be Eco-Friendly, Donate, Support Education, Mentor, and Vote. By taking part in the Flagstaff Local movement, you are connecting what you love about Flagstaff and living here, with your everyday actions.

JOIN THE MOVEMENT
make a difference

SHOP FLAGSTAFF VOLUNTEER BE ECO-FRIENDLY
DONATE SUPPORT EDUCATION MENTOR VOTE

SIGN UP TO JOIN THE MOVEMENT

No purchase necessary. Must be a resident in one of these ZIP codes to qualify for rewards: 86001, 86004, 86005, 86033, 86011.

Name

I am 21 years or older
 I am 20 years or younger
If 17 years or younger, I confirm that I have parental/guardian permission. Age 20 and younger are eligible to win prizes valued up to \$10 and are not eligible for the grand prize drawing.

I am a City of Flagstaff Employee
City employees are eligible for the weekly drawings but are excluded from the grand prize drawing.

Email

I AGREE

FLAGSTAFF LOCAL

EARN POINTS

Welcome to the Flagstaff Local rewards tracker.
Take an action and share your participation by uploading a photo. Learn more about actions here.

97 : 00 : 38 : 29
Days Hours Minutes Seconds

Shop Flagstaff 5 POINTS
Volunteer 2 POINTS
Be Eco-Friendly 2 POINTS
Donate 5 POINTS
Support Education 2 POINTS
Mentor 2 POINTS
Vote 10 POINTS
Share entry 1 POINTS

Sign up **Sign out** **Flag (Supporters) | Privacy**

Content powered by **Rematch Fuel**

TAKE ACTION | ABOUT | PARTNERS | PRIZES | EARNING POINTS | FAQ/CONTACT | PRIVACY POLICY

FLAGSTAFF LOCAL
My actions matter

Brought to you by the City of Flagstaff and our partners to highlight the importance of keeping our collective actions local.

FLAGSTAFF LOCAL *My actions matter*

1 1/4" x 4 1/2"

When you spend in Flagstaff, your money stays in Flagstaff. Equally important, when you volunteer, be eco-friendly, donate, support education, mentor, and vote, you are also contributing to everyone's overall quality of life.

JOIN THE *free* MOVEMENT

Flagstaff Local encourages and celebrates residents that choose to **shop** Flagstaff, **volunteer**, **be eco-friendly**, **donate**, **support Education**, **mentor**, and **vote**. By taking part, you are connecting what you love about Flagstaff and your everyday actions.

TAKE ACTION. EARN POINTS. BE REWARDED.

SIGN-UP: FLAGSTAFFLOCAL.COM

One of many ways you can contribute and earn rewards within the DONATE pillar:
When you donate to qualified charitable organizations through the Flagstaff Tax Credit Coalition, you change lives and can claim a dollar-for-dollar state tax credit of up to \$800 if married filing jointly, or \$400 if filing individually. Donate securely online at www.flagstafftaxcredit.org



Flagstaff Local – My Actions Matter



Table tents



Window clings



Stickers



Customizable retail posters





Social Media Post: Flagstaff Local – My Actions Matter



Flagstaff Local
March 3 · 🌐

Sign up for Flagstaff Local and be rewarded for your actions and get the chance to win tons of awesome prizes. Flagstaff Local is a community movement that encourages and celebrates residents that choose to Shop Flagstaff, Volunteer, Be Eco-Friendly, Donate, Support Education, Mentor, and Vote. By taking part in the Flagstaff Local movement, you are connecting what you love about Flagstaff and living here, with your everyday actions.

Here's a look at this week's prizes:
♥️ 2... [See More](#)



1,522
People Reached

84
Engagements

[Boost Post](#)

Flagstaff Local
March 27 · 🌐

Mayor Coral Evans is asking you to Take the Pledge, the time is now. [#WeareFlagstaff](#) [#FlagstaffStrong](#) [#FlagstaffProud](#)



FLAGSTAFFLOCAL.COM

[Take the Pledge](#)

[Learn More](#)

2,077
People Reached

318
Engagements

[Boost Again](#)

Flagstaff Local
April 10 · 🌐

Still looking for a way to support local businesses and help out in the community? For every meal purchased, [Diablo Burger](#) will donate one meal to a local emergency room or an organization feeding hungry school kids or other under-served populations in our community. [#donateFlagstaff](#) [#FlagstaffStrong](#) [#WeAreFlagstaff](#) [#FlagstaffLocal](#)



Diablo Burger
April 6 · Instagram · 🌐

Thanks to the support of our loyal customers, we were able to feed 49 nurses across various departments in the Flagstaff Medical Center this past weekend. More d... [See More](#)

225
People Reached

28
Engagements

[Boost Unavailable](#)

Flagstaff Local
April 17 · 🌐

We ♥️ businesses who support first responders. The Home Depot is donating N95 masks to the Flagstaff Police Department, who are continuing their jobs and protecting our community. Stay strong Flagstaff. [#Flagstafflocal](#)



Flagstaff Police Department is at The Home Depot (1325 W Route 66, Flagstaff, AZ).

March 25 · Flagstaff · 🌐

We have the best community! The Flagstaff Police Department would like to thank Home Depot for donating N95 masks. They will not go unused and will be put to ... [See More](#)

224
People Reached

16
Engagements

[Boost Unavailable](#)



Social Media Post: Flagstaff Local – My Actions Matter



Flagstaff Local
May 12 · 🌐

We ❤️ the donating spirit in our community. Don't forget to upload your donation as a photo or receipt to [FlagstaffLocal.com](https://www.flagstafflocal.com) so we can reward you for your great community spirit!

Diablo Burger
May 8 · Instagram · 🌐

The donations haven't stopped! Last we we provided 40 meals to the healthcare workers in the COVID units at Flagstaff Medical Center. 🍔

Thank you Tucson and... [See More](#)

143 People Reached 6 Engagements **Boost Unavailable**

Flagstaff Local
August 18 · 🌐

"My lemonade stand raised money to help my friend in need!"
Your donation = 😊
Sydney - Fundraiser extraordinaire

Your actions matter more than ever! <https://www.flagstafflocal.com/>
... [See More](#)

417 People Reached 39 Engagements **Boost Post**

Flagstaff Local
June 23 · 🌐

The Flagstaff Local Grand Rewards winners were randomly selected from a pool of qualifiers. We would like to congratulate our grand prize winner Myrna on winning Pepsi Summer Retreat Package and \$1,000 cash. <https://www.flagstafflocal.com/> [Flagstaff Visitor Center](#) [Nackard Pepsi Bottling](#) [#Flagstafflocal](#) [#myactionsmatter](#) [#FlagstaffStrong](#)

1,760 People Reached 245 Engagements **Boost Post**

Flagstaff Local
May 29 · 🌐

"I encourage youth in the classroom and the theater to become future leaders."
- Jamey, advocate

Take action, earn points and be rewarded! Take the Pledge! Sign up here: <https://www.flagstafflocal.com/>... [See More](#)

191 People Reached 10 Engagements **Boost Post**



Flagstaff Local – My Actions Matter



Harkins video to be shown during presentation



Flagstaff Local – My Actions Matter



846 SIGN-UPS!





Flagstaff Local – My Actions Matter



Ways to earn Rewards

- Sign-Up/Take the Pledge
- Earn Points

Over 200 rewards donated

- Weekly drawings
- 3 Grand Prize winners





Results: Flagstaff Local – My Actions Matter



First Reward Prize Winner
Myrna Rodriguez Carter



Second Reward Prize Winner
Doug Arnett



Third Reward Prize Winner
Mark Cox





Sign-up Statistics: Flagstaff Local – My Actions Matter



Contest audience

Audience	Number Of Visits
Female 25-34	339
Female 45-54	300
Female 35-44	276
Male 25-34	228
Female 55-64	210
Male 35-44	153
Female 65+	147
Male 45-54	141
Male 55-64	129
Female 18-24	103

Device summary

4,501

Desktop Views

268

Tablet Views

2,912

Mobile Views

Contest summary

7,681

Contest Views

7,591

Contest Entries



Results: Flagstaff Local – My Actions Matter

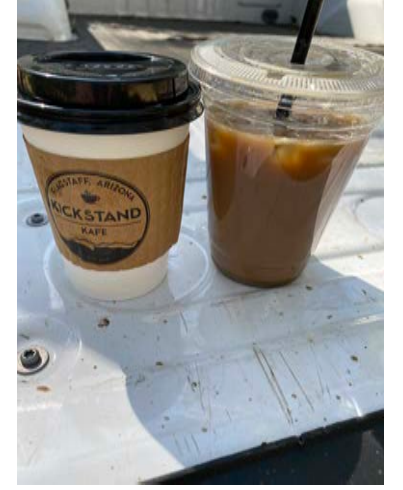


SHOP FLAGSTAFF

5,800 Entries Points

1,160 Entries

\$128,099 spent locally





Results: Flagstaff Local – My Actions Matter



DONATE

275 Entries Points 55 Entries



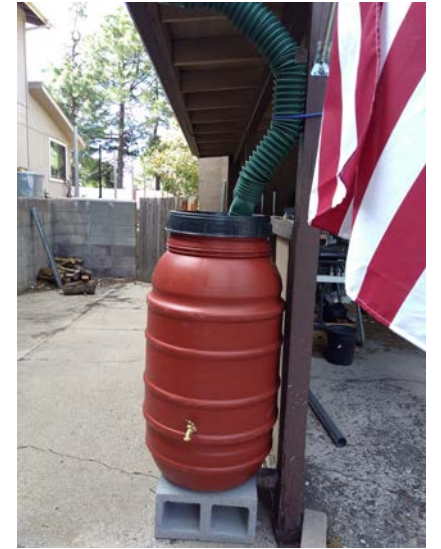


Results: Flagstaff Local – My Actions Matter



BE ECO-FRIENDLY

232 Entries Points
116 Entries





Results: Flagstaff Local – My Actions Matter



VOTE

220 Entries Points 22 Entries



County Elections Office Locations: **2020 Important Dates**

These offices will be providing a full range of election services in 2020, including voter registration and early voting.

Coconino County Elections Office
110 E. Cherry Ave.
Flagstaff, AZ 86001

Flagstaff Mall
4650 N. US Highway 89
Flagstaff, AZ 86004
(Opening February 2020)

Tuba City Elections Office
Basement of Tuba City Library
78 Main St.
Tuba City, AZ 86045

Month	Day	Event
Tuesday	MARCH 17	Presidential Preference Election
Tuesday	AUGUST 4	Primary Election
Tuesday	NOVEMBER 3	General Election

For information about voter registration, early voting, or elections, call (928) 679-7860 or (800) 793-6181.
Coconino County Recorder • 110 E. Cherry Ave. • Flagstaff, Arizona 86001 • www.coconino.az.gov/elections





Results: Flagstaff Local – My Actions Matter



VOLUNTEER

142 Entries Points
71 Entries





Results: Flagstaff Local – My Actions Matter



SUPPORT EDUCATION

58 Entries Points
29 Entries





Results: Flagstaff Local – My Actions Matter



MENTOR

20 Entries Points
10 Entries





Survey Information: Flagstaff Local – My Actions Matter



**Do you agree or disagree with the following statement:
*Logging into the flagstafflocal.com website was easy and convenient.***

Strongly agree	22.8%
Agree	38.0%
Neither agree or disagree	26.1%
Disagree	12.0%
Strongly disagree	1.1%

“I had my login info saved so that made it easy.”

“Somewhat slow loading and hard to navigate.”

“It remembered my password, everything was easy.”



Survey Information: Flagstaff Local – My Actions Matter



**Do you agree or disagree with the following statement:
*The process of uploading “actions” such as photos and receipts was easy and convenient.***

Strongly agree	14.1%
Agree	19.6%
Neither agree or disagree	42.4%
Disagree	18.5%
Strongly disagree	5.4%

“Not a hard process, but too busy to take the time most of the time. I was a bit nervous about sharing receipts with name, etc. in a public forum.”

“I never did this. It seemed bothersome to me, and I lose interest if things seem too complex and I don't have enough time.”

“Never did it. I encourage the power of technology but having a non-tech version would be great.”



Survey Information: Flagstaff Local – My Actions Matter



Do you agree with the following statement: I would have logged more actions if an App were available.

Yes	46.7%
No	22.8%
Not Sure	30.4%

“It wasn't totally difficult, but it was more effort than an app.”

“Didn't have any trouble logging in.”

“I would log in and have all my 'actions' ready at once, so I didn't have to go in and out of the website.”



Survey Information: Flagstaff Local – My Actions Matter



What would you like to see added to the program in the future?

“I love the concept of acting and shopping locally, and the lovely graphics and intent. The video and visuals are beautifully done. I just did not have the bandwidth to engage as I'd hoped.”

“Notifications would have been very helpful for my memory.”

Were the rewards an incentive to participate?

Yes	62.0%
No	38.0%



Survey Information: Flagstaff Local – My Actions Matter



What did "Flagstaff Local - My Actions Matter" movement mean to you?

"It reminded me how much the community of Flagstaff looks out for each other."

"A chance to support our community and local businesses."

"Locals supporting locals. I like seeing faces I recognize."

"It moved the entire community to action should they have joined."

"I thought this was a GREAT movement. Given the pandemic circumstances, it is more important than ever to support local businesses."

"We tried to focus on expanding how much we spend on local, small businesses as a means to support neighbors and community members."



Survey Results: Flagstaff Local – My Actions Matter



How did you learn about “Flagstaff Local – My Actions Matter” movement?

Social Media (Facebook, Instagram, Twitter)	28.3%
Arizona Daily Sun	25.1%
Referred by a friend	18.6%
Mountain Line buses	7.7%
Flagstaff Business News	7.6%
KAFF / The Mountain radio stations	5.3%
Mayor Evans video and pledge	5.2%
KOLT / The Wolf / The Talker radio stations	2.2%



Path Forward: Flagstaff Local - My Actions Matter



Flagstaff Local - PHASE II

- Recommending to move away from what was perceived to be a rather cumbersome point tracking system.
- Phase II will be focused on social media.
- Social media allows us to engage with an already existing and larger audience and to grow it, while providing an easy and more effective way for engagement.



Path Forward: Flagstaff Local - My Actions Matter



Flagstaff Local - PHASE II:

More social platforms

Facebook	957
Instagram	1,027
Twitter	133

Total **2,117**

Website

Flagstafflocal.com will continue to be live and encourage the pledge and also serve as a platform to engage.

E-Newsletter

We will stay engaged with the **846 participants** via e- newsletters.

Visitor Center assistance

The Visitor Center will continue accommodate submissions from individuals that may not have access to computers, smart devices or the internet.



Path Forward: Flagstaff Local - My actions matter



Flagstaff Local - PHASE II:

Educate, Motivate and Engage

Timeline:

October 2020 - June 2021

Strategy:

- To educate on all the pillars via social posts.
- To motivate through actions taken and local opportunities via social posts.
- Monthly engagement giveaway; residents can engage by posting any actions on any of the pillars, by entering into the giveaway on any of the three social media channels or through the website and will then be entered for a chance to win rewards.



Path Forward: Flagstaff Local - My Actions Matter



Educate -

To educate on all the pillars via social posts.



Flagstaff Local
April 24 · 🌐

"I like knowing that when I shop Flagstaff, my money stays in Flagstaff."
Sarah, retail rockstar

Take action, earn points and be rewarded! Take the Pledge! Sign up here: [https://www.flagstafflocal.com/...](https://www.flagstafflocal.com/) See More

Flagstaff Local
April 10 · 🌐

"I encourage students to think creatively and to design their own future."
Kayley, graphic design teacher.

Take action, earn points and be rewarded! Take the Pledge! Sign up here: [https://www.flagstafflocal.com/...](https://www.flagstafflocal.com/) See More

Flagstaff Local
April 17 · 🌐

"Volunteers, like you, allow us to offer attainable home ownership to qualified families in our community."
-Eric, non-profit director

Take action, earn points and be rewarded! Take the Pledge! Sign up here: [https://www.flagstafflocal.com/...](https://www.flagstafflocal.com/) See More



Path Forward: Flagstaff Local - My Actions Matter



Motivate -

To motivate through actions taken and local opportunities via social posts.



Flagstaff Local
August 28 at 4:55 PM · 🌐

Congratulations to the recent winners of the [#FlagstaffLocalGiveaway](#). Jennifer won a gift card to [Satchmo's BBQ](#), Gretchen picked up her [Bath and Body Works](#) reward, and Erica won a [Culver's](#) gift certificate. Thank you for making your actions matter. [#FlagstaffLocal](#) [#StayPlayDistanceandMaskResponsibly](#) ❤️

Flagstaff Local
April 10 · 🌐

Still looking for a way to support local businesses and help out in the community? For every meal purchased, [Diablo Burger](#) will donate one meal to a local emergency room or an organization feeding hungry school kids or other under-served populations in our community. [#donateFlagstaff](#) [#FlagstaffStrong](#) [#WeAreFlagstaff](#) [#FlagstaffLocal](#)

Diablo Burger
April 6 · Instagram · 🌐

Thanks to the support of our loyal customers, we were able to feed 49 nurses across various departments in the Flagstaff Medical Center this past weekend. More d... [See More](#)

Flagstaff Local
September 14 at 8:43 AM · 🌐

Opportunity to show your Flagstaff local pride. ❤️ Volunteer ♻️ Be Eco-Friendly [#Flagstafflocal](#) [#Youractionsmatter](#)

**Join Albert for 30 Days
Albert's Way!**
Help us keep Flagstaff litter free

Albert has been busy picking up litter around town and tracking it using the Litterati app.

Have YOU joined yet?

Visit our [website](#) for more information!

Flagstaff Sustainability Program
September 11 at 6:05 AM · 🌐

Join us for a challenge through the month of September to help us keep Flagstaff litter free! While wearing your mask and socially distancing, pick up trash aro... [See More](#)



Path Forward: Flagstaff Local - My Actions Matter



Engage -

Monthly acts of engagement giveaway

Accessible through social channels on Facebook, Instagram, Twitter and the website.

Residents may submit a photo, video or a brief description of how they engaged with any of the pillars that they would like to share to be entered for a chance to win.



SEND US YOUR BEST PHOTO OF YOU

MAKING YOUR ACTIONS MATTER

By the end of the month:

A random winner

will be awarded great local prizes!



Get a photo of yourself doing amazing things to show your Flagstaff Local Pride: Shop Flagstaff, Volunteer, Be Eco-Friendly, Donate, Support Education, Mentor, and Vote.

www.flagstafflocal.com



SHOP FLAGSTAFF VOLUNTEER BE ECO-FRIENDLY

DONATE SUPPORT EDUCATION MENTOR VOTE



Path Forward: Flagstaff Local - My Actions Matter



Flagstaff Local - PHASE II:

Acts of engagement social posts examples:

- We will promote voting by encouraging sharing.
- We post about national holidays that encourages acting on our pillars.
- We post about events at local businesses and non-profits and encourage sharing engagements.

Flagstaff Local
September 14 at 8:43 AM · 🌐

Opportunity to show your Flagstaff local pride. ❤️ Volunteer ♻️ Be Eco-Friendly #Flagstafflocal #Youractionsmatter

**Join Albert for 30 Days
Albert's Way!**
Help us keep Flagstaff

Flagstaff Local
Just now · 🌐

October 1st is #NationalHairDay. It's time to do something about that #covidhair. Make your way to a local stylist in Flagstaff like Pin-ups at The Salon at Ulta. #MyActionsmatter #FlagstaffLo

Flagstaff Local
August 13 · 🌐

Your actions matter. Share your vision and give your input on the Downtown Vision and Action Plan. #Flagstafflocal #Flagstaffstrong #Youractionsmatter

Mountain Line
August 12 · 🌐

Downtown Flagstaff is vitally important to Mountain Line. It's where all of our buses start and end their routes and the destination for so many of our riders. ... See More

Thank You



FLAGSTAFF

LOCAL

My actions matter