

Neighborhood Association Engagement Model

Neighborhood Services and Education Committee

April 11, 2024

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Project Overview

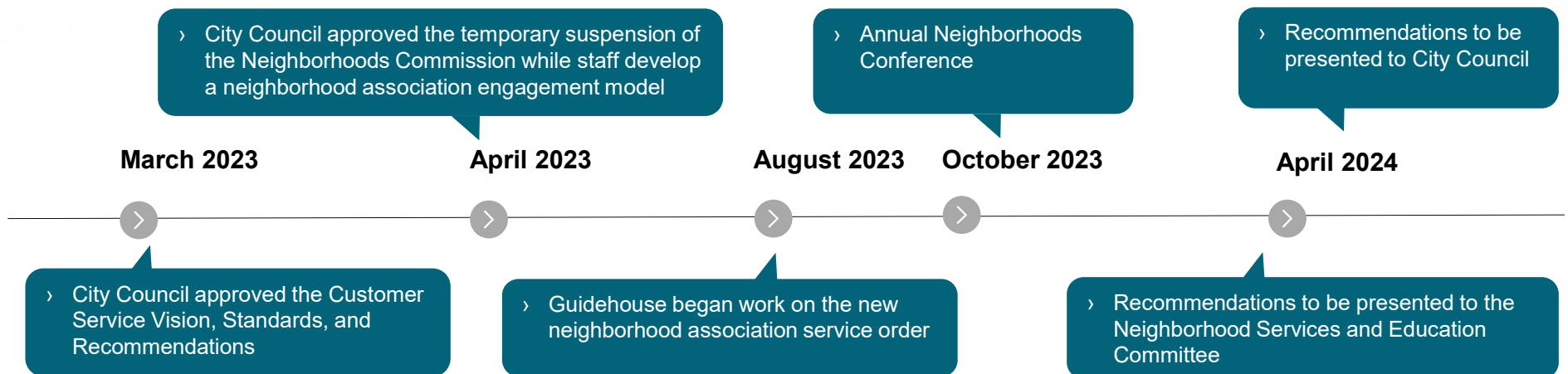


Project Purpose: Develop a Neighborhood Association Engagement Model that **facilitates City outreach to Neighborhoods** and provides neighborhoods the **opportunity to engage** with the City.



Project Goal: Develop a Neighborhood Association Engagement Model that **increases access, communication, and understanding of City services** and ties into the City's **Customer Service Vision and Standards**.

Project Timeline:







Project Approach and Inputs

We engaged 238* stakeholders over 4 engagement methods over the course of the project.



Project Approach: Facilitate and collect City **staff and community feedback** through four engagement methods. Leverage input to **synthesize findings** into recommendations in collaboration and iteration with City staff.

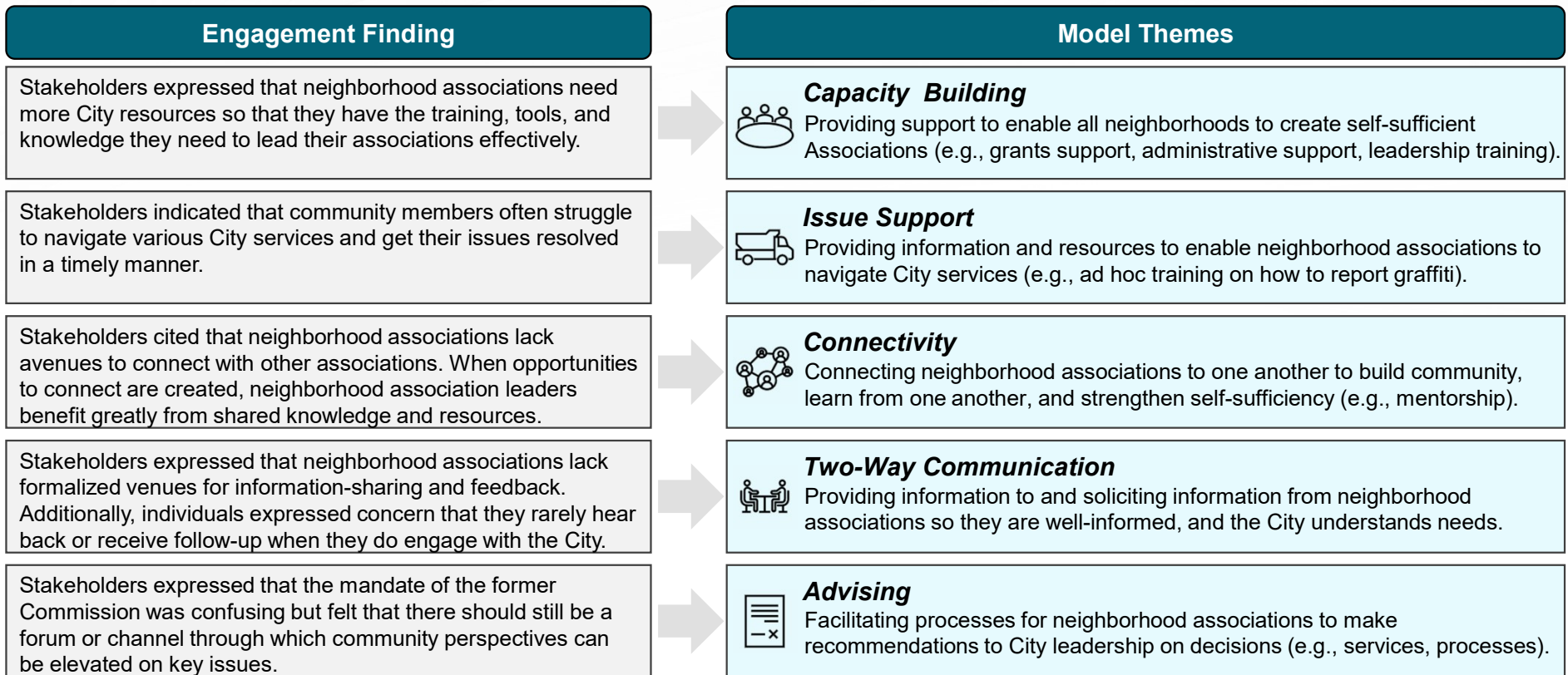
Project Inputs

Council and Staff Interviews	Community Meetings	Community Survey	Neighborhoods Conference
 <p>28 City Touchpoints</p> <ul style="list-style-type: none"> Spoke with 13 City staff members through dedicated interviews, regular status meetings, and a Visioning Workshop. Spoke with Mayor and 6 City Council Offices. 	 <p>48 Participants</p> <ul style="list-style-type: none"> Spoke with 48 community members through three in-person community meetings. Participants came from 20 neighborhood associations and 9 Council Districts. 	 <p>122 Survey Respondents</p> <ul style="list-style-type: none"> Received responses from 122 community members. Surveys were administered virtually and in-person and in 4 different languages. Responses came from 47** neighborhood associations and all 10 Council Districts. 	 <p>40-50 Conference Activity Participants*</p> <ul style="list-style-type: none"> City facilitated two engagement model activities at the Neighborhoods Conference. 40-50 people participated in two activities (participants were given two dots for each activity, each activity had around 80 dots).

*Approximate estimate based on activity results.
 ** Approximate estimate based on survey analysis.

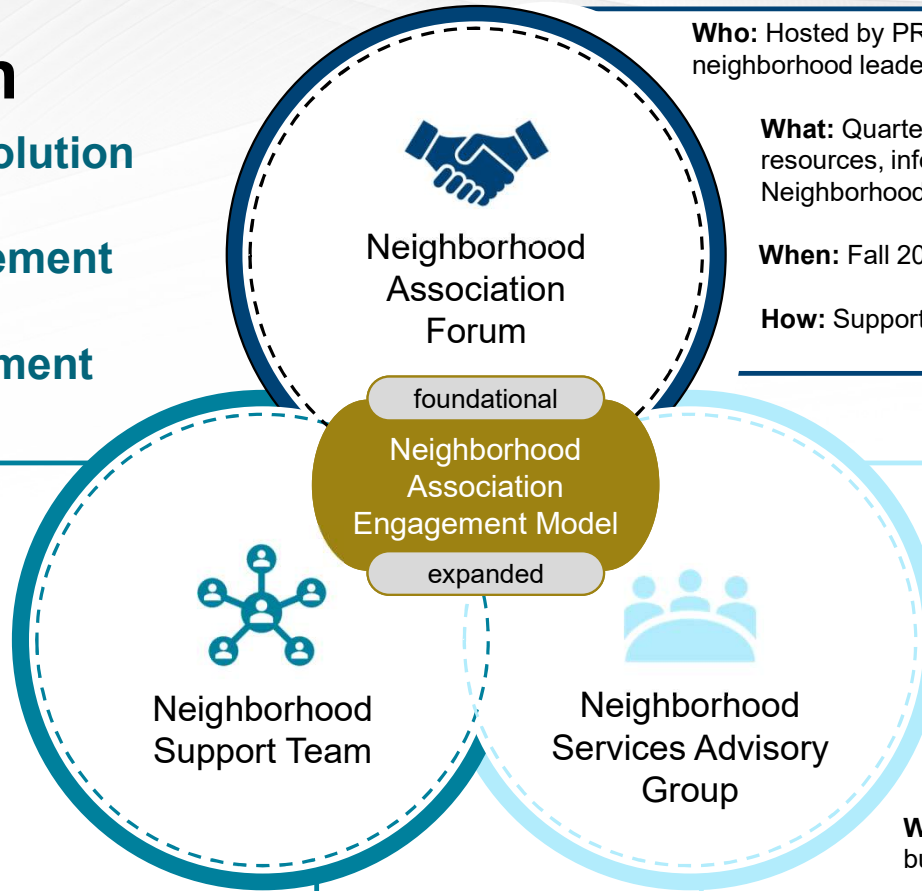
Engagement Findings – Model Themes

The project inputs revealed 5 themes for the new Neighborhood Association (NA) Model.



Model Vision

A comprehensive solution for Neighborhood Association Engagement shaped through the community engagement process



Who: Hosted by PRNS Staff with participation from neighborhood leaders and residents.

What: Quarterly meetings hosted by PRNS to provide resources, information, and communication between Neighborhood Associations.

When: Fall 2024

How: Supported by a new PRNS staffing resource.

Who: Dedicated PRNS staff called Neighborhood Navigators.

What: Navigators will hold regular meetings with their assigned portfolio of Neighborhood Associations, providing a venue to connect and learn about City resources.

When: Subject to the availability of future budget resources

Who: Volunteer community members in partnership with PRNS staff.

What:

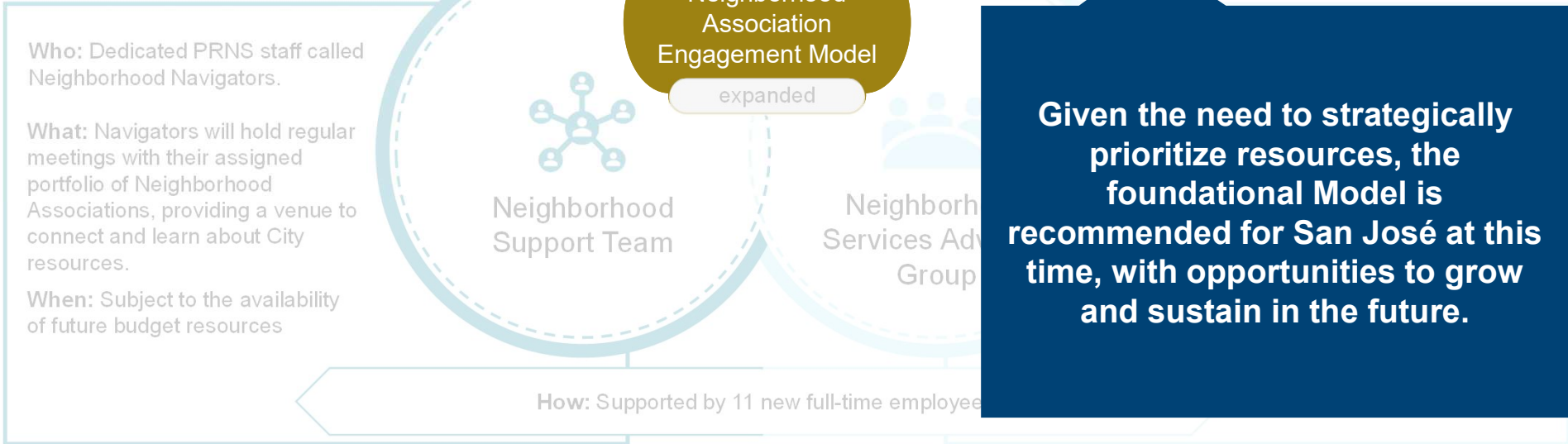
- Forum to discuss annually voted upon topic.
- Year long commitment.
- Present recommendations to relevant stakeholders.

When: Subject to the availability of future budget resources

How: Supported by 11 new full-time employees in PRNS.

Model Vision

A comprehensive solution for Neighborhood Association Engagement shaped through the community engagement process



Next Steps for Implementation

- Move forward a budget proposal for FY 2024-2025
- Launch the Neighborhood Association Forum at the fall 2024 Neighborhoods Conference
- Assess expansion of the model to a neighborhood services strategy to reach neighborhoods more broadly, including those that do not have robust associations
- Evaluate the outcomes of the model for needed changes or scaling in the future

Recommendation

- a) Accept the status report on the Neighborhood Association Engagement Model;
- b) Approve the direction to pursue a budget proposal for resources needed to implement the foundational Neighborhood Association Engagement Model.
- c) Direct the City Manager or her designee to sunset the Neighborhoods Commission; and
- d) Cross-reference this action to the April 30, 2024, City Council meeting.

Expected Outcomes

- Capacity Building: Leading to an improved ability for community leaders to champion their associations effectively and sustainably.
- Issue Support: Leading to more effective customer service for accessing and navigating City services and solving real-time issues.
- Connectivity: Leading to deeper sense of community purpose and belonging between neighbors and neighborhoods.

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