

Neighborhood Association Engagement Model

Neighborhood Services and Education Committee

April 11, 2024

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Project Overview

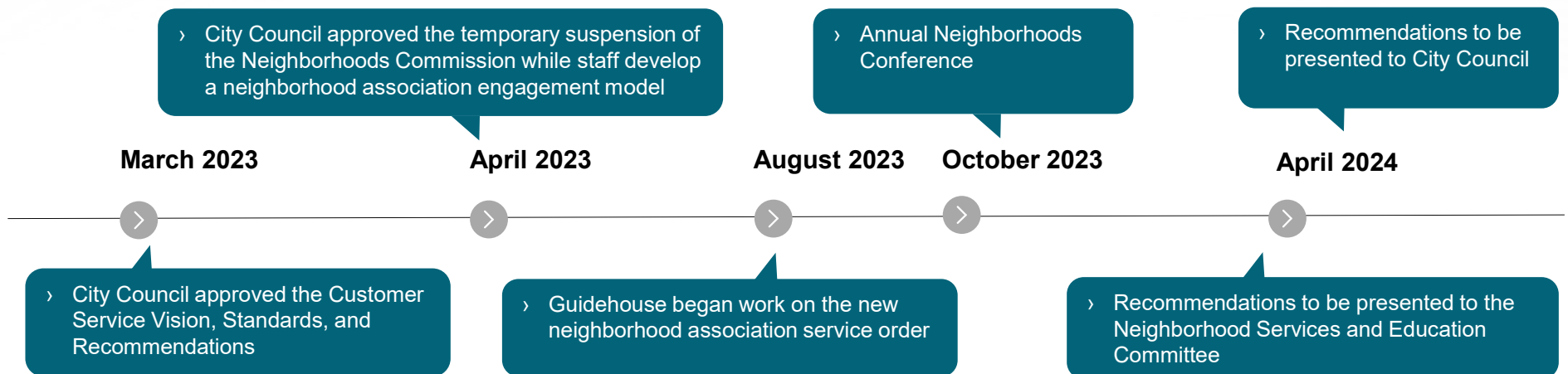


Project Purpose: Develop a Neighborhood Association Engagement Model that **facilitates City outreach to Neighborhoods** and provides neighborhoods the **opportunity to engage** with the City.



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
			
28 City Touchpoints	48 Participants	122 Survey Respondents	40-50 Conference Activity Participants*
- Spoke with 13 City staff members through dedicated interviews, regular status meetings, and a Visioning Workshop. - Spoke with Mayor and 6 City Council Offices.	- Spoke with 48 community members through three in-person community meetings. - Participants came from 20 neighborhood associations and 9 Council Districts.	- 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.	- 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.

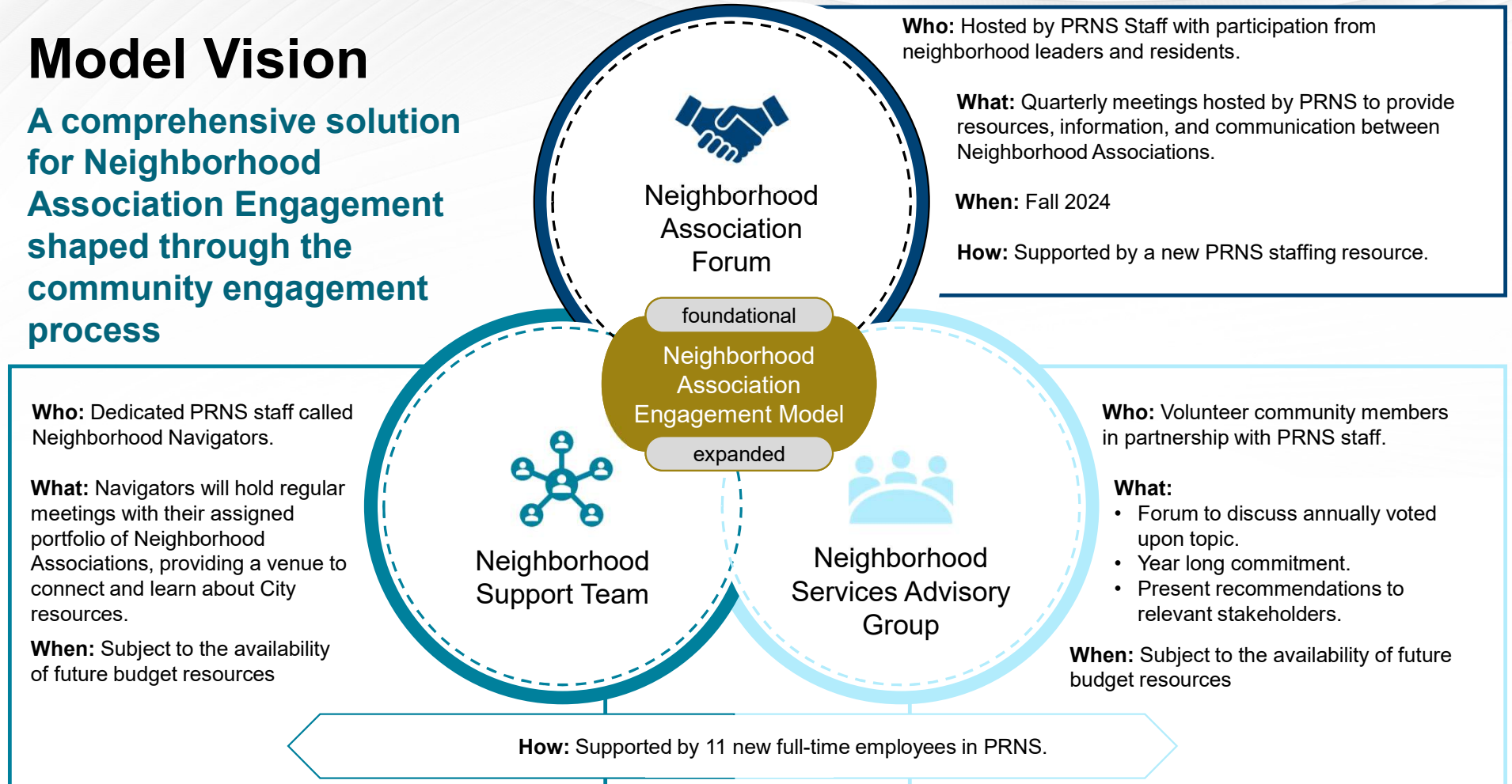
Engagement Findings – Model Themes

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

Engagement Finding	Model Themes
Stakeholders expressed that neighborhood associations need more City resources so that they have the training, tools, and knowledge they need to lead their associations effectively.	 Capacity Building Providing support to enable all neighborhoods to create self-sufficient Associations (e.g., grants support, administrative support, leadership training).
Stakeholders indicated that community members often struggle to navigate various City services and get their issues resolved in a timely manner.	 Issue Support Providing information and resources to enable neighborhood associations to navigate City services (e.g., ad hoc training on how to report graffiti).
Stakeholders cited that neighborhood associations lack avenues to connect with other associations. When opportunities to connect are created, neighborhood association leaders benefit greatly from shared knowledge and resources.	 Connectivity Connecting neighborhood associations to one another to build community, learn from one another, and strengthen self-sufficiency (e.g., mentorship).
Stakeholders expressed that neighborhood associations lack formalized venues for information-sharing and feedback. Additionally, individuals expressed concern that they rarely hear back or receive follow-up when they do engage with the City.	 Two-Way Communication Providing information to and soliciting information from neighborhood associations so they are well-informed, and the City understands needs.
Stakeholders expressed that the mandate of the former Commission was confusing but felt that there should still be a forum or channel through which community perspectives can be elevated on key issues.	 Advising Facilitating processes for neighborhood associations to make recommendations to City leadership on decisions (e.g., services, processes).

Model Vision

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



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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: 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.

foundational

Neighborhood Association Engagement Model

expanded



Neighborhood Support Team



Neighborhood Services Advisory Group

How: Supported by 11 new full-time employees

Given the need to strategically prioritize resources, the foundational Model is recommended for San José at this time, with opportunities to grow and sustain in the future.

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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