

2017 - 2018 San Jose Neighborhoods Commission

From:
**Neighborhood Commission Ad-Hoc on
Fostering Neighborhood Associations**
Ad-Hoc Members:
Perry Henry (Chair-D2)
David Wilkins (D2), Nichole Edraos (D8)

To:
Honorable Mayor and City Council
City of San Jose
200 East Santa Clara Street
San Jose, CA 95113-1905

Re: Fostering Neighborhood Associations Ad-Hoc Final Report

WORK PLAN

Fostering Neighborhood Associations: Develop a process for developing and coaching successful Neighborhood Associations to significantly increase coverage throughout the city. This will be done by working with residents to form new Associations, working with existing Associations to get actively involved with District Leadership Councils, and the Neighborhood Commission to be actively involved with the District Leadership Councils.

Roadshow & Leadership Conference: Create a "Roadshow" platform, leadership training session(s), and an integrated communication platform, a portion of which will be fostered through the Smart City program.

DEVELOP WORKING PROCESS

Fostering Neighborhood Associations: In starting a Neighborhoods Association, it was discussed by District Leaders that the first step in effective communication is providing and creating a Fostering Neighborhoods Association (FNA) and Neighborhood Tool Kit, which the ad hoc developed in this year.

Working Process: How the ad hoc develop a process for developing and coaching successful Neighborhood Associations. The Neighborhood Associations and District Leadership Councils agreed that a Neighborhood Tool Box was needed as a starting point. So the ad hoc put together the first Neighborhood Tool Kit to included:

1. Board of Director's Responsibilities
2. Sample By-Laws

Next steps:

- Creating a foundation for the FNA within the VOC Roadshow communication platform.
- Making the Neighborhood Tool Kit in three languages: English, Spanish and Vietnamese.
- Working with all District Leadership Councils to distribution and teaching on the introduction to Neighborhoods Tool Kit.

VOC Roadshow: In creating and developing a working process the Commission needed a brand name so city residents could identify with the Neighborhoods Commission. The ad hoc has picked the phrase VOC Roadshow and we will present topics residents care about like illegal fireworks and illegal dumping prevention.

VOC Roadshow Presents Illegal Fireworks and Dumping Prevention

Working Process: The ad hoc has created VOC Roadshow communication platform to run on a district-wide level to include special guest speakers. Our goal was clear to create a VOC Roadshow communication template as follows:

*VOC Roadshow communication platform
This will take two hours*

*Open Resource Table
Meet and Greet
Opening Remarks
What is the Neighborhood Commission?
Special Guest Speakers
VOC Roadshow Presents
Fostering Neighborhood Associations
Q&A
Closing Remarks
Close Resource Table*

Resource Table (Opening & Closing): To provide information to the residents of San Jose that has been submitted for distribution to the Neighborhood Commission in one of their regular meetings.

Meet and Greet: Meet your District Leaders, Chair & Vice Chair of your Leadership Council, Councilmember and/or his/her staff, and Neighborhood Commissioners.

Opening Remarks: Welcoming District Leaders, Chair & Vice Chair of your Leadership Council, Councilmember, and Neighborhood Commissioners. Giving (each person?) a couple mins to speak on updates to the community.

What is the Neighborhood Commission? The presentation on What is the Neighborhood Commission will always be at the beginning of the VOC Roadshow communication platform.

Special Guest Speakers: With preapproval from the Neighborhood Commission, add guest speakers and slides for their additional topic(s) to the Roadshow presentation prior to the event.

VOC Roadshow Presents: The ad hoc would feature one championing project and put it center stage for the VOC Roadshow.

Fostering Neighborhood Associations: Will be a part of the VOC Roadshow communication platform. Fostering Neighborhood Associations (FNA) will provide different segments pertaining to FNA.

Q&A: Take questions that the residents have. Not limited to the topics discussed with the VOC Roadshow communication platform.

Closing Remarks: Closing Councilmember, Neighborhood Commissioners, Chair & Vice Chair of your Leadership Council. Giving couple mins to each to speak.

Next steps: To find one championing project from the work plan 2018 thru 2019 for VOC Roadshow Presents. Implementing FNA to the VOC Roadshow communication platform. The next segment pertaining to FNA distribution and teaching on the Introduction to Neighborhoods Tool Kit.

Vote and included to the Neighborhood Commission Bylaws: This report calls for a vote on the items listed below to be included into the Neighborhood Commission Bylaws beginning the 2018-19 Neighborhoods Commission year: Under Communications.

Approve the Neighborhood Tool Kit to included (See Appendix A):

1. Neighborhood Tool Kit 2018
2. Board of Director's Responsibilities
3. Sample By-Laws

Approve the VOC Roadshow communication platform to run on a district-wide level to include special guest speakers (See Appendix B).

1. VOC Roadshow communication platform (This will take two hours)
2. Open Resource Table
3. Meet and Greet
4. Opening Remarks
5. What is the Neighborhood Commission?
6. Special Guest Speakers
7. VOC Roadshow Presents
8. Fostering Neighborhood Associations
9. Q&A
10. Closing Remarks
11. Close Resource Table

OUTREACH

Fostering Neighborhood Associations: No outreach is necessary for FNA. This has been absorbed by the Voice of the Community (VOC) Roadshow communication platform.

VOC Roadshow: The First Neighborhood Commission Road Show was a great success in D2 on February 28, 2018 at the Southside Community Center. The topics were: What is the Neighborhoods Commission, starting a Neighborhoods Association, and Illegal Fireworks & Illegal Dumping. D2 Chief of Staff Vanessa Sandoval for Councilmember Sergio Jimenez and Committee members engaged with the public during the Q & A section. I would like to thank Councilmember Sergio Jimenez on behalf of Neighborhood Commission for his ongoing support.

Outreach is a vital part of having a working relationship between Councilmember and Neighborhood Commissioners and it is a corner stone to the success for the VOC Roadshow. This helps the ad hoc VOC Roadshow book the event and advertise through the Councilmember's newsletter. The ad hoc would like input from the Councilmember of that district about the Special Guest Speaker to ensure the right person/organization is selected for the district. The Special Guest Speaker needs to be approved by the Neighborhood Commission at least one-month prior to the event.

The Commission developed a short, colorful "branded" marketing tool, called a "snippet" which allows for easy, rapid communication via email or approved social media platforms. We recommend continued use and expansion of this tool.

With limited outreach, we need to create and establish a standard for people to sign up for Neighborhoods Commission news. We would like to create an Eventbrite: <http://neighborhoodscommission.eventbrite.com> for registrations and invitations.

GOING FORWARD

VOC Roadshow: We still need to address past ideas:

1. Creating Leadership Conference with training session(s) and what this might look like.
2. How we weave in current year's work plan items.
3. Always looking for an opportunity to partner with the Smart City Programs.

New ideas:

1. Profile for each Neighborhood Commissioner (picture & summary)
2. Neighborhood Commissioners would like to give awards to their Council District: Councilmember, District Leadership Counsel, Neighborhood Association, and residents.