

7.1 Neighborhood Association Engagement Model Status Report

City Council

April 30, 2024

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Project Overview

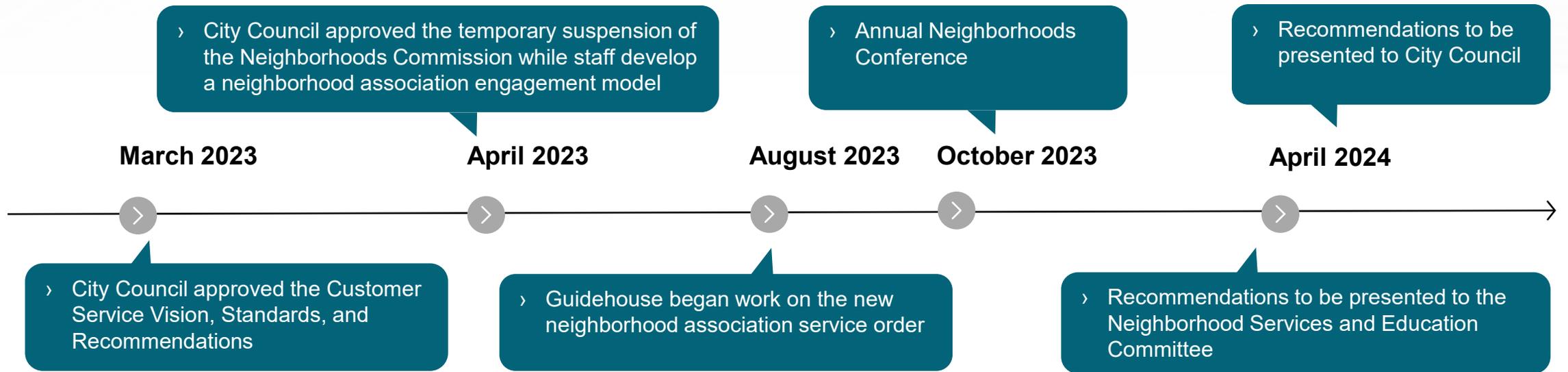


Project Purpose: Develop a Neighborhood Association Engagement Model that **facilitates City outreach to Neighborhoods** and provides neighborhoods the **opportunity to engage** with the City.



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

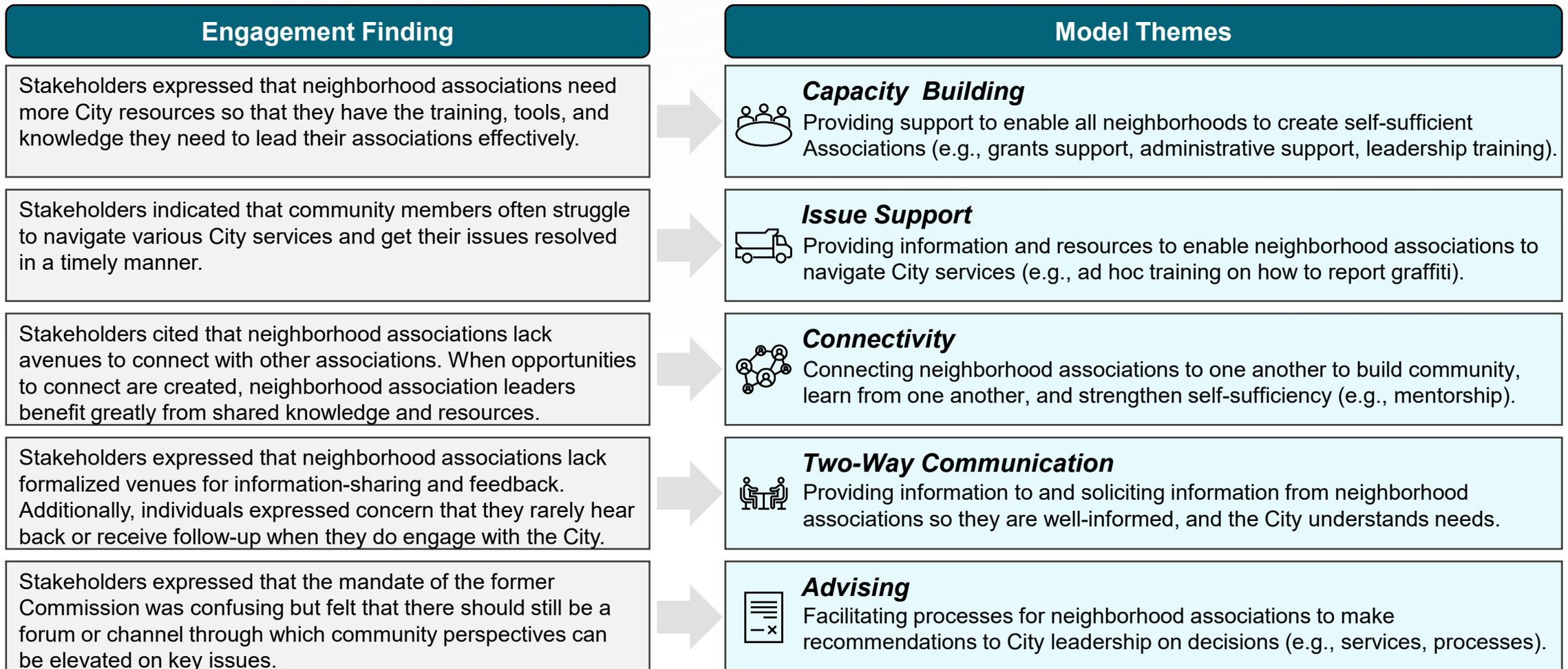
Council and Staff Interviews	Community Meetings	Community Survey	Neighborhoods Conference
 28 City Touchpoints <ul style="list-style-type: none">Spoke with 13 City staff members through dedicated interviews, regular status meetings, and a Visioning Workshop.Spoke with Mayor and 6 City Council Offices.	 48 Participants <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.	 122 Survey Respondents <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.	 40-50 Conference Activity Participants* <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.

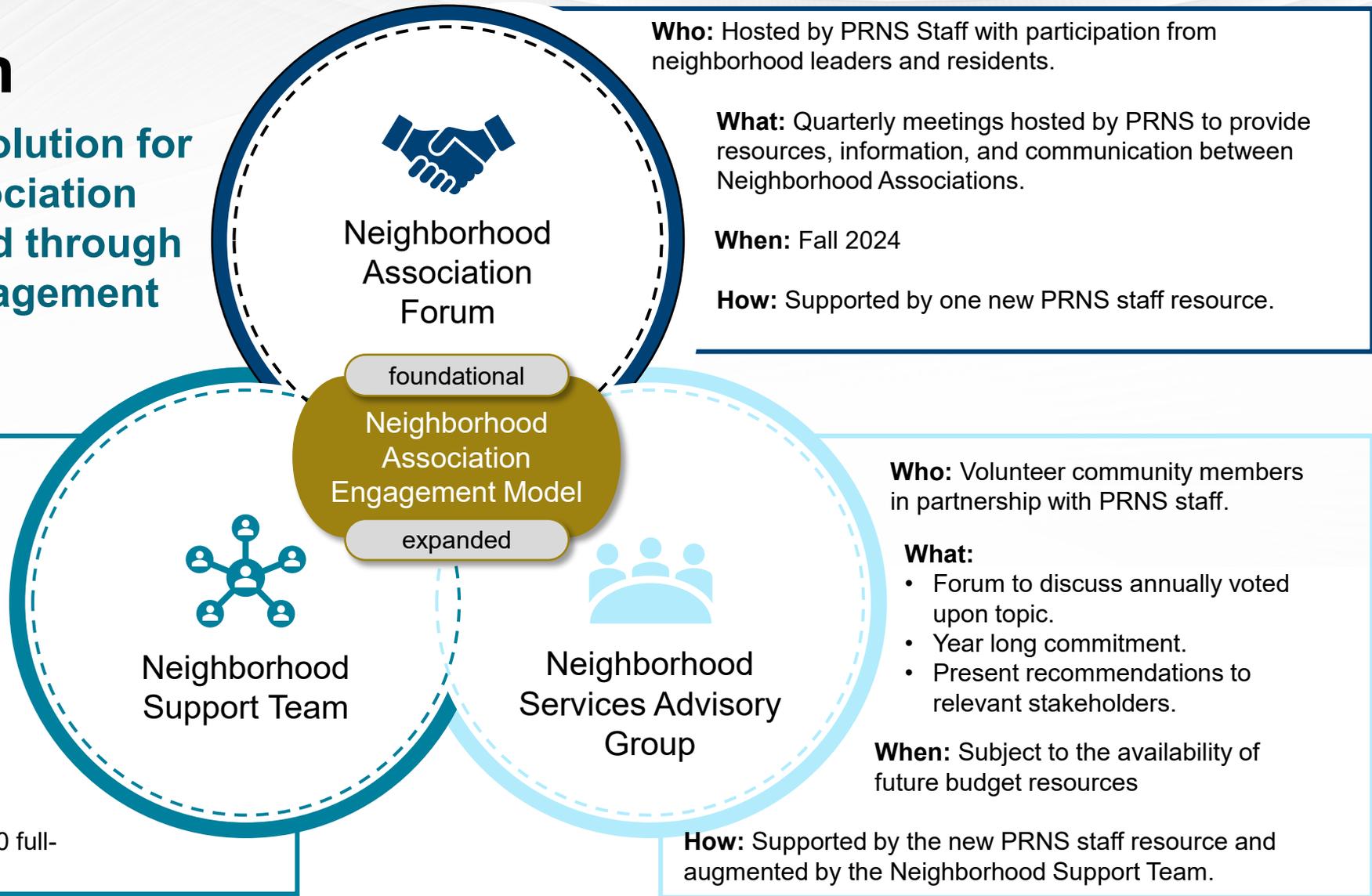
Engagement Findings – Model Themes

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



Initial Phase

The foundational model expands access to all neighborhoods, including the City's 190+ neighborhood associations



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 one new PRNS staff 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

How: Supported by an additional 10 full-time employees in PRNS.



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

As recommended by the Neighborhood Services and Education Committee on April 11, 2024:

- a) Accept the status report on the Neighborhood Association Engagement Model;
- b) Support the prioritization of funding in the 2024-2025 Proposed Operating Budget within the Parks, Neighborhood and Recreation Services Department for a new staffing resource that will be necessary to implement the foundational Neighborhood Association Engagement Model, subject to budgetary constraints and the need to fund other critical City Council and Administration priorities; and
- c) Direct the City Manager or her designee to sunset the Neighborhoods Commission

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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Appendix

Model Research – Summary

Desktop research was performed to understand how peer jurisdictions approach neighborhood engagement*

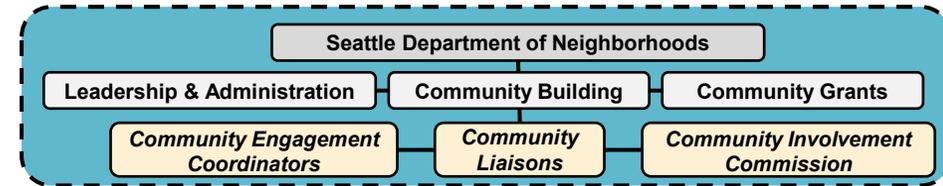
Los Angeles – Department of Neighborhood Empowerment

- The Department of Neighborhood Empowerment (EmpowerLA) oversees multiple engagement opportunities for the City.
- The **Neighborhood Councils** are advisory bodies, who advocate for their communities with City Hall on important issues like development, homelessness, and emergency preparedness. Neighborhood Councils are part of the Los Angeles City government, and have annual budgets funded by City funds.
- There are **24 full-time staff** in the Department of Neighborhood Empowerment.



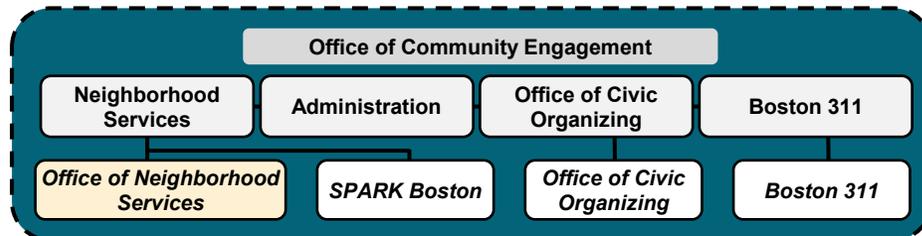
Seattle – Department of Neighborhoods

- The Department of Neighborhoods is charged with advising on engagement for all city departments and managing the city’s engagement needs.
- There are **four city funded full-time staff** operating as Community Engagement Coordinators who are each assigned to different regions.
- There are **53 Community Liaisons** who act as a bridge between the community and city. They ensure underserved and underrepresented groups have access to City information, resources, and decision-making power.



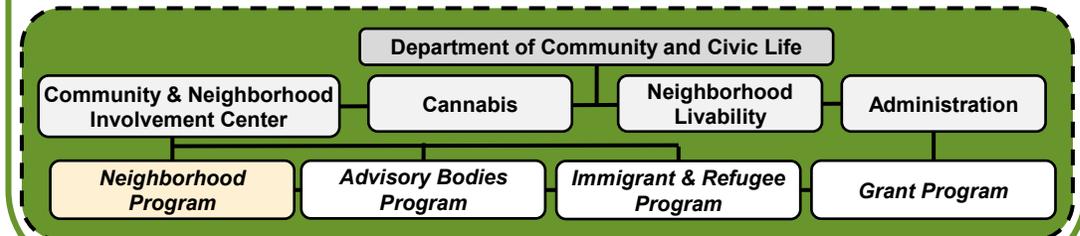
Boston – Office of Community Engagement

- The Office of Neighborhood Services has **20 employees (“Community Liaisons”)** that each represent and serve a designated neighborhood.
- They serve to disseminate information and facilitate delivery of City services. The department provides a forum for both groups and individuals to express concerns, request services, and extend opinions.



Portland – Department of Community & Civic Life

- Portland is organized into **seven District Coalitions**. Each coalition contains approx. 12 neighborhood associations. The City’s Office of Neighborhood Involvement oversees the Coalitions with approximately **8 full time staff**.
- The primary focus of Coalition work is **building capacity** for civic engagement.



*The information on the slide is sourced from publicly available data as of October 2023.