Neighborhood Program Resources Available to Help the NACs Succeed

Presentation to BCCI – March 24, 2014

Beaverton
OREGON

Neighborhood Program

How are NACs institutionalized in Beaverton?

- **Chapter 9.06 of the City of Beaverton Municipal Code – Neighborhood Associations**
  - 9.06.010 Purpose - "encourage and endorse citizen involvement through the formal recognition of groups of citizens"
  - "to insure a maximum opportunity for involvement by the citizens of Beaverton in the processes of government as well as other activities concerning neighborhood and community livability"

How are NACs institutionalized in Beaverton?

- **City of Beaverton Development Code - Chapter 50**
  - 50.30 Neighborhood Review Meeting
    - "allow neighbors, representatives from the Neighborhood Association Committee (NAC), and interested persons an opportunity to become familiar with the proposal and to identify any associated issues"
    - "Except as otherwise provided in this section, the applicant shall select the meeting time and place according to the preference indicated by the relevant NAC."

Beaverton's Neighborhood Association Committees (NACs) – critical to the city's public involvement goals

- Currently 11 NACs – New Logos in 2013

CENTRAL BEAVERTON NEIGHBORHOOD

DENNEY WHITFORD/RALEIGH WEST NEIGHBORHOOD

FIVE OAKS TRIPLE CREEK NEIGHBORHOOD

GREENWAY NEIGHBORHOOD

HIGHLAND NEIGHBORHOOD

NEIGHBORS SOUTHWEST NEIGHBORHOOD

SEXTON MOUNTAIN NEIGHBORHOOD

SOUTH BEAVERTON NEIGHBORHOOD

VOSE NEIGHBORHOOD

WEST BEAVERTON NEIGHBORHOOD

WEST SLOPE NEIGHBORHOOD

Beaverton's Neighborhood Association Committees (NACs) – critical to the city's public involvement goals

- **BCCI is the glue that keeps them all together**

  - Each NAC has a rep and an alternate
    - Position is key to communication to and from BCCI
    - All NAC agendas should include a BCCI report monthly
    - BCCI agenda includes a NAC Representative Update
      - Utilize it to communicate to BCCI, which in turn gets to the city and the other 10 NACs
  - 8 at-large members and three alternate at-large members
  - 3 Subcommittees:
    - NAC Engagement
    - Land Use
    - New Initiatives

Beaverton's Neighborhood Association Committees (NACs) – critical to the city's public involvement goals

- **NAC Leadership Meetings & Trainings**

  - One annual orientation per year
  - One-on-one training when needed. Just let me know.
  - NAC Leadership Meetings
  - Periodic Trainings on Specific Topics
    - Let us know if you have ideas for the training that could help your NAC succeed!

Qualities of a successful neighborhood association – as discussed at the March 12 NAC orientation and training

- **Nine qualities (Not in any particular order):**

1. All Officer positions are filled with a succession plan who work alongside a dedicated group of active board members.
2. Monthly meetings are effective.
3. Topics and guest speakers are interesting and relevant.
4. Opportunities are available for all NAC members to provide input.
5. Goals are identified annually and the matching fund is used to accomplish them.
6. Successes are annually highlighted and celebrated.
7. A single issue doesn't dominate the conversation for extended periods of time.
8. The neighborhood's demographic diversity is represented.
9. Information is regularly shared with internal stakeholders such as BCCI & City Council.

What we know – Confirmed with NAC survey in 2012

- People have signed up to receive NAC Agenda Packets each month to:
  - find out what is happening in their neighborhood (90%)
  - simply receive the agenda (58%)
  - find out about upcoming events (52%)
  - receive information about land use (58%)
  - **Conclusions:**
    - NAC agenda packets need to be consistently completed and both emailed and mailed.
    - Meetings need to be effective and include topics that resonate with the community.

- All residents, property owners, or representatives of businesses or non-profits are members of their NAC.
  - Most of the people who completed the survey live in Beaverton (87%), but there are some that both live and own or represent a business in Beaverton (11%). Only 2% of respondents are involved in their NAC because they own a business.
  - **Conclusions:**
    - Businesses, non-profits, and property owners are not well represented.

What we know – Confirmed with NAC survey in 2012

- Our NAC email and mailing list is comprised of people who have lived in Beaverton for many years (91% for more than 6 years.)
  - **Conclusion:**
    - Outreach should take into account people new to Beaverton

- Our NAC mailing list consists primarily of home owners (94%).
  - About 50% of Beaverton residents rent.
  - **Conclusion:**
    - NACs should look for opportunities to get renters involved.

- Our NAC mailing list consists primarily of people who identify as being white/caucasian.
  - Beaverton has become a very diverse city over the past ten years.
  - **Conclusion:**
    - Those actively involved in their NACs do not represent the community as a whole.

What we know – Confirmed with NAC survey in 2012

- People signed up for the NAC email and mailing list attend a variety of city events. Recycling Day was at the top followed by Library events and the Picnics in the Park.
  - **Conclusion:**
    - People are actively involved if given opportunities that interest them, but may not be interested in regular NAC meetings.

- Most people attend NAC meetings only when there is an issue or topic of interest to them, but do greatly value receiving the agenda and minutes to keep up with what is going on.
  - **Conclusion:**
    - Knowing your audience and providing a variety of topics at NAC meetings is vital to keep people engaged.
    - Getting the agenda packets completed and out on time is very important.

- Many people don't attend meetings because they don't have the time or motivation to do so.
  - **Conclusion:**
    - NACs should look for ways to create community conversations and dialogue in addition to the monthly meetings. Social media is a great tool for doing so.

What we know – Confirmed with NAC survey in 2012

- NAC members are interested in having their NACs get more involved with community building events and activities.
  - **Conclusion:**
    - All NACs should explore opportunities to get their members actively involved in the community in addition to having great monthly meetings.

- NACs should strive to increase the "fun factor" of their meetings and activities.
  - **Conclusion:**
    - Again, getting to know your audience is important to figure out what people think is fun.

What we know

- **NACs are very successful and we need all NAC leaders to be proud of their successes, celebrate them regularly, and tell their story to their neighbors.**
  - 82 Active NAC Volunteer Leaders (Officers and Board Members) donate approximately 1,440 hours of their time annually to preserve and enhance Beaverton. At $22.14 per hour, this is valued at $31,881 for the year.
  - 88 NAC meetings were completed in 2013 to ensure that the city has an ongoing resource for people to organize, address concerns, plan community building events, host guest speakers, and much more!

What we know

- **Neighborhood Matching Fund**
  - Has leveraged an average of more than $40,000 per year over the past five years and made countless impacts in the community.
  - Example: In March, West Beaverton "Pages as Pillars" Program, provided 244 children who come from low-income families with books for their own home libraries. 77 at Chehalem and 167 at Vose.
    - In addition, Central Beaverton and Denney Whitford/Raleigh West are working on their own reading programs with William Walker Elementary and Mckay Elementary respectively.

What we know

- **Neighborhood Matching Fund – 13 Projects Currently in the Works!**

1. Central Beaverton – **Booked for Success Reading Program**
2. Central Beaverton – **First Friday Live Music**
3. Central Beaverton – **6th Annual Summer Theatre in the Park**
4. Denney Whitford/Raleigh West – **Meeting Sandwich Board Signs**
5. Denney Whitford/Raleigh West – **McKay Elementary Book Drive**
6. Five Oaks Triple Creek – **Meeting Sandwich Board Signs**
7. Greenway – **Oak Tree Garden Totem Art Project**
8. Greenway – **Concert in Greenway Park**
9. Neighbors SW – **6th Annual Neighbors Night Out**
10. Neighbors SW – **Meeting Sandwich Board Signs**
11. Sexton Mountain – **Sexton Mountain Elem. Playground Upgrades**
12. Vose – **Support of CB's Theatre in the Park**
13. West Beaverton – **Pages as Pillars Reading Program**

Outreach and Marketing Tools Provided to All NACs

- NAC Email and Postal Mail Subscriptions
- Web sites
- Postcards
- Press Releases
- Your City – Neighborhood Notes
- Social Media – Facebook (City and NACs)
  - **NAC Survey:** People don't attend meetings simply because they don't have time or motivation to do so. Social media is a great way to involve and inform people without attending meetings!

Outreach and Marketing Tools (Continued)

- NAC Census Profiles (Will be completed soon!)
- Guest Speaker Resource List – BCCI Subcommittee to Keep Updated
- Board & Commission Non-Appointed Contacts
- Chamber of Commerce Contacts (Sorted by NAC)
- Newspaper Ads
- Listings on the Hands on Portland Web site
- Among others!

1. Officer positions are filled with a succession plan who work alongside a dedicated group of active board members

- **We can't achieve this without you. Help us attract and retain the next neighborhood leaders!**
  - Talk to your neighbors, businesses, and schools to find individuals interested in becoming a neighborhood leader
    - Welcome and engage those interested in leadership positions
  - Mention open Officer/Board Positions at all meetings
  - Invite interested people to a leadership meeting
  - Identify board members who can take over leadership positions in the future

2. Monthly meetings are effective

3. Topics and Guest Speakers are interesting and relevant

- Refer to handout called "Characteristics of an Effective Meeting" to help your NAC determine if your meetings are effective.
  - Consider meetings the primary product that the NAC is trying to sell.

- **NAC Survey:** Top 4 reasons that people subscribe to email/mailing list include:
  - 90% - to find out what's happening in my neighborhood
  - 58% - to receive the upcoming meeting agenda/minutes
  - 58% - to receive information about current land use proposals
  - 52% - to find out about upcoming city events

- **Thousands of people are engaged in your NAC whether or not they attend meetings.**

- Central Beaverton– 295 emails / 195 postal
- Denney Whitford/Raleigh West – 233 emails / 324 postal
- Five Oaks Triple Creek – 292 emails / 295 postal
- Greenway – 211 emails / 118 postal
- Highland – 261 emails / 204 postal
- Neighbors SW – 237 emails / 136 postal
- Sexton Mountain – 256 emails / 246 postal
- South Beaverton – 284 emails / 241 postal
- Vose – 201 emails / 141 postal
- West Beaverton – 286 emails / 188 postal
- West Slope – 203 emails / 94 postal

TOTAL = 4,941 contacts

How do people receive NAC Agenda Packets Each Month?

88 NAC Meetings Were Held in 2013

- Creation of agenda (Combination of chair, other NAC members, requests from guests, and staff)
- Staff receives agenda and minutes (Agenda Packet) via email or phone
  - At least 10 business days in advance or it can't be sent via postal mail
- Staff puts agenda into the NAC's template
- Email
  - Staff posts agenda packet to web
  - Staff uses web tool called "Notify Me" to send email with link to web
- Staff prints agendas (Ranges from 94 – 324)
- Staff packages up agenda packets with mailing list and envelopes for Metro Presort
- Metro Presort stuffs envelopes and mails it. Can take several business days depending upon how busy they are.

CENTRAL BEAVERTON NEIGHBORHOOD MEETING

Monday, March 3, 2014 (7:00 PM)
Beaverton Community Center
Community Room, 12350 SW Fifth Street

AGENDA

- **Bulk Mailings** – One Available to Each NAC Annually
  - Material needed at least 5 weeks in advance or earlier

  - Central Beaverton – 12,139
  - Denney Whitford/Raleigh West – 5,944
  - Five Oaks Triple Creek – 8,810
  - Greenway – 4,047
  - Highland – 4,874
  - Neighbors SW – 5,484
  - Sexton Mountain – 7,093
  - South Beaverton – 5,036
  - Vose – 4,517
  - West Beaverton – 5,289
  - West Slope – 2,357

- **NAC Survey:** Top 3 responses as to what motivates people to attend NAC meetings included:
  - 41% - More speakers on topics of interest
  - 28% - Speakers from city departments
  - 26% - More planning for neighborhood events/community projects (Get to this in a minute!)

- **Tools the city can provide:**
  - **NAC Census Profiles** – Know your audience
  - **Speaker Resource List** – BCCI NAC Engagement Subcommittee to adopt and keep updated
  - **Speakers on city topics** – Just let us know when you need someone to come and speak about a topic and we will help you find the right person.

- **Tips on topics and guest speakers**
  - Don't leave this only up to the Chair – **Form a subcommittee** to help
  - **Look at other NAC agendas** to get ideas
  - **Ask your members** regularly for ideas
  - **Get creative** with your ideas – Ask your members if "non-traditional" guest speakers are appropriate

4. Opportunities are available for all NAC members to provide input

- Be sure to include a section on your agenda each month for members to speak. “New Business” is not enough.
  - Vose calls it “Neighborhood Concerns & Announcements”
- Utilize Facebook to post information about what your NAC is working on, which may result in comments.
- As NAC leaders there are expectations that you will listen and take into consideration member comments.
  - This does not mean that you have to take up every issue that comes before your board!

5. Goals are identified annually and the matching fund is used to accomplish them

- **Goal Setting is a Process**
  - **Not enough time to cover this topic tonight, but refer to handout and give it a try with your NAC**
  - **Year Out Planning Workshop**
    - **Through all phases keep this question in mind** - What would you like to see happen in our neighborhood over the next year?
      - **Phase One: Group Goal Setting**
      - **Phase Two: Prepare for Action**
      - **Phase Three: Action Planning**

- **Some ideas might include:**
  - Include goal setting discussions on the agenda each month
    - Once goals are established keep them on the agenda and discuss their progress each month.
  - Forming Subcommittees
    - Matching Fund, Events, Outreach, Agenda, and many others!
    - Each subcommittee should provide an update each month of progress, upcoming actions, and ask the entire group for feedback.
  - Contact schools, businesses, local non-profits, etc. to ask for ideas and discuss how the NAC could form partnerships and address needs
    - Refer to handout that identifies Beaverton School District Schools by NAC

Neighborhood Matching fund

- **NAC Survey:**
  - 26% would like to see more planning for events & community projects

- Established in 1995 by the city of Beaverton to foster partnerships between the city and its NACs.

- Through an application process qualifying NACs receive dollar for dollar matching funds for specific projects.

- The city has a total of $10,000 available for the 2013-14 Fiscal Year for Matching Fund projects.
  - Next due date is Friday, July 25, 2014

What do you mean by match?

- NAC requesting funds must meet a matching challenge that is equal to or greater than the value of the amount requested.
- For example, if $1,000 is requested from the city, then at least $1,000 of match must be proposed and provided when the application is approved.
- Match may be volunteer labor (valued at $22.14 per hour), donated professional services, donated materials and supplies, and/or cash.
- The maximum amount that may be requested per project is $2,000 (Increased by $1,000 for the upcoming FY 2014-15).

What types of projects are eligible?

- **Physical Improvements** – Welcome signs, park/school ground improvements, benches, etc.
- **Neighborhood Organizing** – Childcare for NAC meetings, block parties, NAC t-shirts, etc.
- **Neighborhood Preservation** – Tree planting event, neighborhood history project, neighborhood watch, etc.
- **Cultural, Social, and Recreational Initiatives** – Blood drive, reading event for children in a park, athletic partnerships, etc.

A Year in the Life of the Matching Funds

- For FY 2014-15 applications will be reviewed every other month
  - Fiscal Year – July 1 to June 30
  - Applications now reviewed July, September, November, January, March, and May (Due last Friday of each month)
  - Projects completed by the end of the Fiscal Year (Usually around June 15 at the latest)

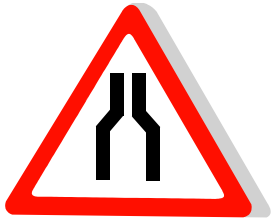
6. Successes are annually highlighted and celebrated

- **Tools the city can provide:**
  - "Your City" Newsletter Neighborhood Notes – Submit your accomplishments with photos so that we can let the entire city know what great work you are doing!
  - Press Releases
  - Web site
  - Friday NAC Email Update
  - BCCI Meetings

- **Suggestions for you:**
  - Nominate a NAC member for the Service to Beaverton Awards each year. www.BeavertonOregon.gov/Service
  - Facebook
  - At least once each year discuss what has been accomplished at a meeting and recognize those who made it all possible.
  - Identify a NAC member of the year or month.

7. A Single issue doesn't dominate the conversation for an extended period of time

- **Some projects require multiple years of work and perseverance to complete them. That is OK!**



- **Negative effects of having a singular issue dominate the conversation:**
  - One issue may not appeal to the broader neighborhood.
  - Meetings can become stale and turn people away.
  - The NAC member's may be perceived as not open to new members.
  - Anything else?

- **Also, don't try to do too much!**
  - Identify a few key goals each year and make them happen.
  - Be realistic with the amount of time that you and your board has.
  - It is always better to achieve one or a few goals rather than working on multiple ideas and not completing any of them.

8. Demographic diversity is represented

- What do we mean by Demographic Diversity?
  - Owner / Renter
  - Age
  - Ethnicity
  - Gender
  - Family Households / Non-Family Households
  - And many others!

- **Some resources that we can provide include:**

  - **NAC Census Profiles** – Will provide insight into who your audience is so you can tailor your outreach appropriately.

  - **Picnics in the Park Outreach** – Great opportunity to interact and talk to people in your NAC. Just attend and help us talk to your neighbors.

  - Assistance with **designing and printing marketing material** to hand out in person in your neighborhood and at events. (i.e. fliers, door hangers, etc.)
    - Resources are available to translate material if needed.

  - **Neighborhood Program Display and Prize Wheel** – Borrow it for events and other opportunities to do your own outreach in your NAC.

  - **Bulk postcards** go to all mailboxes in a NAC including multi-family. Each NAC does have an opportunity to do one bulk mailing each year. We just need at least six weeks lead time to get it done.

- **Some resources that we can provide include:**

  - **Assisted listening devices** for meetings when needed.
  - **Beaverton Resource Guide** was translated into eight different languages including Arabic, Chinese, Japanese, Korean, Russian, Somali, Spanish, and Vietnamese. Find them at www.BeavertonOregon.gov/Cultural
  - City created the position of **Cultural Inclusion Coordinator** who can be used as resource when needed.
  - **Diversity Advisory Board** – Newly created and began to meet Jan. 2014. Receive email notifications regarding their meetings and activities at www.BeavertonOregon.gov/list.aspx.

Questions?