Overarching Goals – General Public Relations and Policy Influence

Summary of October 30 Workshop Voting for Top 5 Priorities for 2018

Rank top 5

1) Hire volunteer marketing person/intern			
Recommendation	Partner(s)	Range	Priority
Determine which NAs are interested and identify funding.	Internship workgroup		1 Vote (2)
Prepare a workplan: Individuals would assist in marketing each neighborhood through various avenues to promote growth to the neighborhood and participation	Internship workgroup		4 votes (4.5)
Contact Viterbo/UWL for grant opportunities to fill the position	Planning Staff		
Look into the feasibility of a Fall, 2018 UWL marketing intern	Internship workgroup		2 Votes (5.5)

2) Provide marketing (engagement) assistance to neighborhoods (one small group rec. eliminating this item)			
Recommendation	Partner(s)	Range	Priority
Provide NRC documents to NA's	Neighborhood Association Leadership Group		3 Votes (6.6)
Identify target audiences: who are we marketing to?			1 Vote (4)

3) Research and recommend parking and housing land use policy				
RecommendationPartner(s)RangePriority				
Create a stakeholder e-mail listing: Include landlords, realtors, apartment association	Policy workgroup		3 Votes (4.6)	

Identify experts to advise the NRC	Policy workgroup	5 Votes (5.3)
Identify vision and goals; disseminate to NAs	Policy workgroup	3 Votes (5)
Policy statement – UWL intern to add housing		
Try incentive program such as Star Landlord program		4 Votes (4)

Building Social Capital

1) Organize/support neighborhood celebrations and social events			
Recommendation	Partner(s)	Range	Priority
Celebrate successes –identify methods and annually implement- other things unnoticed, feedback from NAs, proactive about positive	NRC		3 Votes (6.3)
Create and identify YIMBYs-	NRC		1 Vote (9.)
Encourage NA to continue aligning with national celebrations such as National Night Out	NRC		

2) Positively influence Mayor's Expo			
Recommendation	Partner(s)	Range	Priority
Develop Leadership training offerings	Neighborhood Association Leadership Group		3 Votes (6.6)
Add and identify more non-educational programming	Will		
Get Apt. Assoc. to Expo			
Take a more active role in planning and implementing the event. Possibly nominate a member of NRC to sit on planning committee.	NRC		4 Votes (5.75)

Social activity/learning opportunity between NA leaders and	Move to leadership	
realtors, landlords, etc.	wove to leadership	

4) Outreach to at-risk populations in neighborhood	ds		
Recommendation	Partner(s)	Range	Priority
Celebrations with food and schools	Neighborhood Associations		
Start dialogues with community social workers, NROs	Delete- move to neighborhood associations		

Housing and Economic Development Assistance

1) Provide updates of homeless coalition and add value/resources				
Recommendation	Partner(s)	Range	Priority	
Receive update for new board on status of program				
Share success stories				

3) Market Paint and Fix Up programs/ReNew				
Recommendation	Partner(s)	Range	Priority	
Include on NRC website	Planning			
Work to revise rules for reimbursement for Paint and Fix Up program (PPH specific) and advertise the program	Move to marketing		3 Votes (3)	
Most applicable is Paint and Fix Up – create better awareness of available tools and resources	Move to marketing		2 Votes (6)	

4) Parking, Land, Housing, Zoning Use Policy Action			
Recommendation	Partner(s)	Range	Priority
Draft policy statement – form vs. use based policy (mixed-use neighborhoods)	Move to overarching goals		10 Votes (1.8)
Review parking regarding 2 hour parking, free on street parking, parking benefit district, parking minimums			6 Votes (4.8)
Find a neighborhood to pilot parking benefit district	Ongoing		4 Votes (4.5)

Code Enforcement and Public Health, Safety and Welfare Policy

3) Policy influence on absentee landlords/housing quality				
Recommendation	Partner(s)	Range	Priority	
Clarify on the law, definition of problem, tools available	Move to number 3 housing policy		3 Votes (4.3)	
Review current policies and identify what is not being enforced or is not enforceable – weed commissioner position restricting, enforcing the orders to correct, review the "negative tone" of correction orders to promote better reactions from the landlords/owners	Move to number 3 housing policy		4 Votes (6)	

4) Support expansion of NROs			
Recommendation	Partner(s)	Range	Priority
Hear updates/status from NRO program	In progress, guest speaker only, delete		1 Vote (10)

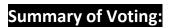
5) List resources for individuals – financial, food, insurance, substance abuse (<i>one small group rec. eliminating this item</i>)			
Recommendation	Partner(s)	Range	Priority
Training to NA leaders on available resources	Review County HUB , resources		1 Vote (7)

1) Neighborhood asset mapping and support			
Recommendation	Partner(s)	Range	Priority
Encourage NAs to participate in data gathering – maybe in other NAs	Planning through Comprehensive Plan		4 Votes (7.5)

2) Neighborhood leadership training			
Recommendation	Partner(s)	Range	Priority
Can't facilitate – maybe publish document			2 Votes (4)
Leader training day for NA leaders – both new and refresher	Neighborhood Leadership Group		4 Votes (7.75)

3) Promote mixed use neighborhoods			
Recommendation	Partner(s)	Range	Priority
Draft policy statement	Overlap merge		6 Votes (5)
Statement			

5) Monitor officially recognized neighborhood associations and their neighborhood plans- NRC with planning			
Recommendation	Partner(s)	Range	Priority
			1 Vote (10)



Priority Based On # of Votes and Average Score/ Rank	Item	Most Votes	Average Score/ Rank
1. (2018)	Draft policy statement – form vs. use based policy (mixed-use neighborhoods)	10	1.8
2. (2018)	Review parking regarding 2 hour parking, free on street parking, parking benefit district, parking minimums	6	4.8
3. (2018)	Draft policy statement- Promote mixed use neighborhoods	6	5
4. (2018)	Identify experts to advise the NRC-parking and land use policy	5	5.3
6.	Marketing Intern-Prepare a workplan: Individuals would assist in marketing each neighborhood through various avenues to promote growth to the neighborhood and participation	4	4.5
5. (2018)	Try incentive program such as Star Landlord program	4	4
7.	Take a more active role in planning and implementing the event. Possibly nominate a member of NRC to sit on planning committee.	4	5.75
6.	Find a neighborhood to pilot parking benefit district	4	4.5
8.	Review current policies and identify what is not being enforced or is not enforceable – weed commissioner position restricting, enforcing the orders to correct, review the "negative tone" of correction orders to promote better reactions from the landlords/owners	4	6
9.	Encourage NAs to participate in data gathering – maybe in other NAs	4	7.5
10.	Leader training day for NA leaders – both new and refresher	4	7.75