

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 (<i>one small group rec. eliminating this item</i>) | | | |
|--|---|-------|---------------|
| 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 | | | |
|---|------------------|-------|---------------|
| Recommendation | Partner(s) | Range | Priority |
| 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 realtors, landlords, etc. | Move to leadership | | |
|---|--------------------|--|--|

| 4) Outreach to at-risk populations in neighborhoods | | | |
|--|---|-------|----------|
| 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) |

Other

| 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) |

Summary of Voting:

| 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 |