

NLA ACTION PLAN: July 2019 – June 2021

Goal 1 – Serve as a resource to City Council and neighborhoods on matters of community interest.

a. Work with City staff to improve community knowledge and understanding of land use.

Actions:

1. Get additional input from Council. **2.** Develop and execute an outreach plan in conjunction with staff efforts regarding land-use education, including talking points for NAs. **3.** Work with City staff to ensure the *CityView* program is user-friendly for all community members.

b. Evaluate land use notification processes for neighborhoods and consider recommending improvements.

Actions:

1. Engage planning staff in discussion of the feasibility of possible changes to the notification process so that all community members can easily access and follow land use requests and projects as soon as they are initiated.

c. Work with the City to address neighborhood traffic safety and other safety issues.

Actions:

1. Consider how the NAs will communicate their safety concerns to the NLA. **2.** Request appropriate city-wide data on traffic accidents/violations and relate it to traffic safety requests. **3.** Review the current process for submitting concerns to the City. **4.** Develop policy and procedures around the prioritization of and communication about potential projects. **5.** Be a conduit for passing along relevant and timely safety information.

d. Initiate a review of the NA boundaries to ensure effective representation for all community members as Bend grows.

Actions:

1. Consider how new areas get NA representation. **2.** Work with staff to address potential changes to NA boundaries. **3.** Ensure representation for NAs who may go inactive due to low board participation.

Goal 2 – Create communication tools and processes to increase community engagement and participation by all members of the community.

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a. Work with the City and its resources to improve communications with neighborhoods.

Actions:

1. Understand the processes and resources available. **2.** Work with City staff to improve/expand the NLA page on City website. **3.** Leverage City communication vehicles for relevant messaging, including the City Manager’s report. **4.** New and specific outreach to traditionally underrepresented groups (low income, renters, minority groups).

b. Develop a communication tool kit and infrastructure that support all NAs (survey tool, education tools, messaging templates,

brochure template, etc.). Actions:

1. Identify a survey tool, inclusive of reporting capabilities, to be shared among NAs. **2.** Create other tools as NA leaders request/substantiate and as they can be supported by City staff and resources. **3.** Create a list of all media that should be included in a toolkit – gather examples. **4.** Address more effective social media processes (i.e. eliminate the need to post 3-4 times in different locations). **5.** Do the work to spread the word (i.e. press releases, newspaper articles, TV, radio, Toastmasters, civic clubs like Elks, Moose Lodge, door-to-door, etc.). **6.** Work with City staff to Create a process for sharing the communications toolkit. **7.** Purchase a City-wide mailing list that includes renters and apartment units.

c. Build relationships with individual NAs to identify communications needs on an ongoing basis.

Actions:

1. Gather input from each NA regarding its communication needs. **2.** Gather input and publish a list of FAQs for NAs. **3.** Coordinate and collaborate with other entities located in NAs (schools, parks, etc.) **4.** Consider communications to HOAs about NLA and/or NA projects. **5.** Investigate developing and maintaining a calendar of NA and NLA activities. **6.** Assist NAs in growing their membership.

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Goal 3 – Function effectively to improve community trust and confidence in the City of Bend.

a. Work effectively with designated City staff to define and request resources to achieve NLA goals for our community.

Actions:

1. Finalize and share the 2-year NLA strategic plan. **2.** Leverage resources to accomplish strategic plan goals upon budget approval. **3.** Maintain open and consistent communication with relevant City staff and call on their expertise, as needed.

b. Determine a work plan, liaisons to other City entities, a communication structure, a system for addressing community input, best practices, and an education curriculum for onboarding new NLA representatives. Actions:

1. Use the strategic plan and action plan to develop an annual work plan that identifies activities, owners and timelines. **2.** Appoint NLA members to serve as liaisons to other City entities, as appropriate. **3.** Develop a system for addressing community input. **4.** Continue work on the NLA's structure and processes. **5.** Coordinate with NART on objectives to eliminate duplicate efforts and to promote effective on-line education for NA

board members. **6.** Develop an online NLA manual, including information on policies and procedures, to orient new NLA members.

c. Advocate for the promotion and inclusion of NAs, the NLA and all members of the community in City governance.

Actions:

1. Evaluate the current status of NLA and NA inclusion in City governance and recommend changes and/or additions. **2.** Advocate for consistent and timely communication with NAs affected by pending projects. **3.** Develop a process to address new topics/issues expeditiously so stakeholders know how/if/when topics will be acted upon. **4.** Work with City staff to develop additional opportunities for the inclusion of the NLA and all community members in City governance.