

NWNW ACTION PLAN FY 2019-2020

Introduction

Neighbors West-Northwest is a coalition office supporting many Westside communities, including seven Northwest and four Southwest neighborhood associations. Our region encompasses one of the most varied parts of Portland, where heavy industry, commerce and residential communities exist alongside large natural reserves and riparian habitats.

Each neighborhood association in the coalition sends a representative and an alternate to serve on the non-profit coalition board. The board hires staff and provides fiduciary direction to the organization. The board only advocates on issues when all representatives agree, but individual member neighborhoods often work together on topics of mutual interest.

Neighbors West-Northwest promotes direct participation in grassroots democracy by supporting efforts at the community level. Our services advance the voices of our constituent neighborhood associations and other organizations as they strive to create livable, sustainable and equitable communities.

Overarching goals for the coalition this year

- Expand outreach and communication streams
- Build relationships with new community partners and strengthen those with existing partners
- Prioritize long term financial planning, considering additional funding sources
- Increase educational and participatory opportunities

Services for all

- Civic engagement & education
 - *Current:*
 - Publish written articles making civic issues accessible and relevant to Portlanders
 - Maintain webpage of city project updates
 - Advise communities on how best to advocate to government entities
 - Share city bureau updates, events and information to help the public understand and engage in government processes
 - *Goals:*
 - Increase accessibility of articles through multimedia storytelling
 - Devise educational events to spark dialogue, understanding and civic engagement in our region
 - *Actions:*
 - Produce videos, audio stories and pictures to better reach a diverse audience
 - Continue “Be an Ally” article series, encouraging volunteerism, civic engagement and effective allyship with marginalized communities

- Plan volunteer fair, enabling community members to engage with service providers and nonprofits in our region
 - Host educational presentations and discussions open to all, beginning with joint events with Interfaith Alliance on Poverty and City Club
 - Seek co-sponsors to strengthen community relationships and remedy NWNW budget constraints
- Communication
 - *Current:*
 - Maintain e-newsletter and active Facebook and Twitter accounts
 - Share events, articles, funding opportunities, city and county announcements and community-building content
 - Keep NWNW online calendar up to date and relevant to community interests
 - *Goals:*
 - Grow social media and e-newsletter following, attracting more people to use NWNW services
 - *Actions:*
 - Share events from larger range of community organizations
 - Write local features on service organizations, community groups, activists and businesses in region
 - Increase promotion of e-newsletter and social media
- Funding opportunities
 - *Current:*
 - Small grants are open to all nonprofit groups in our region
 - *Goals:*
 - Ensure that more groups are aware of and apply for NWNW funding
 - *Actions:*
 - Assess feasibility of a formalized fiscal sponsorship program
 - Consult with professionals to implement fiscal sponsorship program that supports small groups in our region
 - Work with coalition volunteers to determine logistics
 - Use community partners and communication channels to spread word about small grants and fiscal sponsorships
 - Open clean up funding and accompanying logistical support to all community groups in our region
 - Make supplies for checkout available to all community groups

Services specific to neighborhood associations

NWNW will continue to provide neighborhood associations with services that enable transparent and accessible grassroots organizing. This year, NWNW will also place greater priority on helping neighborhoods forge effective and meaningful relationships with other nonprofits, community groups and government entities.

- Communications
 - Provide public with proper notice by publishing neighborhood association meetings, events and coalition agendas on online and print calendars
 - Provide opportunities for neighborhood associations to promote events and success stories through newsletter and social media
 - Forward land use notices, short term rental permits, street closures, liquor licenses and more notifications to appropriate committees
- Partnership building
 - Connect neighborhoods with each other to partner on common goals
 - Connect neighborhoods and other organizations for meeting presentations, events and deeper partnership opportunities
- Trainings
 - Conduct orientations twice yearly for new neighborhood association board members, covering broad concepts and values, basic logistics and effective strategies for advocating
 - Host trainings on effective meeting management and other topics for neighborhood and coalition board members
 - Conduct coalition board orientations when needed
 - Make training presentation and handouts publicly available online
 - Individual website and digital media trainings for new members or upon request
 - Offer trainings for treasurers and other officers when needed
- Administrative/general support
 - Assistance finding information and resources
 - Website creation and upkeep
 - Graphic design
 - Records retention and management
 - Membership data entry and maintenance
 - Help neighborhood associations develop yearly workplans when needed
 - Attend and assist with meetings, events and elections when needed
 - Share knowledge of policies, procedures and history regarding issues such as land use, safety, livability and transportation
 - Supplies for checkout such as canopies and trash grabbers
 - Event planning assistance
- Funding opportunities
 - Communications funding available for each neighborhood association on a first come, first served basis:
 - Funds may be used for projects intended to increase and inform audiences, such as newsletter printing, social media, website redesign, mailings and more
 - Photocopying budget for each neighborhood
- Insurance & Corporate reporting
 - General Liability and Directors & Officers insurance coverage
 - Provide information about insurance requirements and standards to board members and neighborhood association leaders
 - File annual tax and OR corporate status reports

Relationship with City Bureaus

- Reporting
 - Share reports of activities with Civic Life as requested
- Collaboration
 - Designate representative from coalition to participate in Civic Life committees when asked
 - Partner on events, projects and communications as needed
- Communications
 - Disseminate information from Civic Life and other bureaus to our communities through email, e-newsletter and social media
 - Use multimedia tools to aid public understanding of city processes and specific projects
 - Keep up to date contact information for NWNW neighborhood associations in the City database