



## Action Plan FY 2018-2019

### INTRODUCTION

**Neighbors West-Northwest** is the coalition office supporting 7 Northwest and 4 Southwest neighborhood associations encompassing one of the most varied sections of Portland, where heavy industry, commerce and a variety of residential communities co-exist with large, pristine natural areas and riparian habitats.

Each of the NWNW neighborhood associations 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 coalition only advocates on issues when all eleven neighborhoods agree; however, individual member neighborhoods often work together on topics of mutual interest. NWNW was founded in 1969.

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

Neighbors West-Northwest also provides support to members of the community at large, assisting them in community organizing and to find resources from non-profit and governmental organizations.

### Annual Plan Development

NWNW staff prepared the annual plan by soliciting input from neighborhood association leadership. Staff combined information provided by neighborhood association leaders and from existing neighborhood work plan development to anticipate minimum levels of staff support to the neighborhood associations. The action plan captures the operation of existing NWNW programs and identifies annual outcomes that the organization will accomplish in the coming year.

The NWNW board received an orientation to NWNW/ONI relationships and some neighborhood associations received a presentation about inter-neighborhood-association collaboration opportunities from staff at a coalition-wide board training.

*Westside neighborhoods working toward a livable and sustainable future*

Arlington Heights - Forest Park - Goose Hollow - Hillside - Linnton

Northwest District - Northwest Heights - Northwest Industrial

Old Town-Chinatown - Pearl District - Portland Downtown - Sylvan-Highlands

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# OUTREACH AND COMMUNICATION

SUPPORT COMMUNICATIONS: Neighbors West-Northwest maintains programs and newsletters to support communications and collaboration of neighborhood associations. Additionally, NWNW staff provide connections through email communication with community organizations, community members, and the City as well as other government entities.

- **Your coalition's priorities for the coming year:**
  - Provide support to neighborhood associations in implementing their own communications plans.
  - Keep communication lines open between all interested parties via email, web, and print media.
- **Specific activities you plan to implement:**
  - NWNW will forward City notices to our Board members and encourage interested NA members to sign up for city notices.
  - General information and articles will be published on our website.
  - Events, articles, and call to action notices will be published on our Facebook page.
  - A calendar of events is published in the monthly newspaper, along with op-ed pieces from the volunteers, and other articles/advertisements of relevant topics.

PROVIDE INFORMATION: Neighbors West-Northwest staff disseminates information to "individual community members, Neighborhood Associations, public and private agencies and groups in the District Coalition area." Subjects include Neighborhood Association activities, District Coalition activities, ONI programs, City public involvement opportunities, recruitment efforts for community volunteers for City Boards, Commissions, advisory committees, task forces, and neighborhood livability issues. Staff maintains many methods and uses many tools to facilitate this communication.

- **Your coalition's priorities for the coming year:**
  - Ensure that board members from each Neighborhood Association receive all required notices and relevant communications.
  - Provide event notices, public outreach, and press releases to individuals in our area.
  - Offer two annual board orientations in order to provide information face-to-face.
- **Specific activities you plan to implement:**
  - Email time sensitive notices directly to the Board Member email lists.
  - Send an e-newsletter to the entire NWNW distribution list for updates on events, policy, and relevant news.
  - Publish a monthly newsletter in the "NW Examiner" newspaper with a calendar of all upcoming events.
  - Publish relevant news on NWNW website.
  - Publish interesting events and notices weekly to the Coalition Facebook page.
  - Publish summaries and analysis of complex policy documents for wider understanding and participation on NWNW website.

PUBLICIZE MEETINGS AND ACTIVITIES: Neighbors West-Northwest maintains online and printed calendars and newsletters for public distribution of dates, times and locations of meetings and other related activities of the organization and affiliated Neighborhood Associations in the NWNW area. These items are published and updated in accordance with notice requirements in Section VIII: Open Meetings and Public Records in the ONI Standards.

- **Your coalition's priorities for the coming year:**
  - Keep calendars up to date.



- Provide agendas for meetings when available prior to the meeting date.
- **Specific activities you plan to implement:**
  - Monthly calendar of all meetings and events published in the “NW Examiner” newspaper.
  - The NWNW website provides an online calendar, updated daily.
  - NWNW maintains the publication of Board meetings on the ONI online calendar.

#### MINIMUM DELIVERABLES:

- Maintain a District Coalition website.
  - Expand website content to include news and articles.
  - Add page to NWNW website dedicated to providing public with up-to-date information about Long Term Planning projects, including a list of upcoming dates to provide comments on drafts, attend open houses, etc.
- Provide regular (electronic or paper) communication to the community.
  - Send relevant and timely emails to Board Members as needed.
  - Email newsletters are sent to the NWNW distribution list.
  - Share news, updates and events on social media.
  - Publish a monthly printed newsletter in the “NW Examiner.”
- Maintain a current calendar of events that publicizes dates, times, and locations of District Coalition and Neighborhood Association meetings and events.
  - Online calendar is available at [nwnw.org/calendar](http://nwnw.org/calendar). Printed calendar is available via the “NW Examiner.”
- Provide regular updates to ONI of names and contact information for District Coalition staff and board chair and Neighborhood Association board officers and committee chairs.
  - Coalition staff and Neighborhood Board members are tracked and updated in the ONI database in an ongoing process.
- Post monthly updates to the ONI Portland Online web calendar of the District Coalition and affiliated Neighborhood Association events and the dates, times and locations of committee meetings that have standing to make decisions on behalf of their respective organization.
  - Coalition and Neighborhood meetings are published yearly and updated as needed.



# ORGANIZATIONAL SUPPORT

Neighbors West-Northwest supports eleven constituent neighborhood associations and other community groups in developing and implementing projects and activities that benefit the community in the following areas:

LIMITED ORGANIZATIONAL ASSISTANCE: Neighbors West-Northwest board and staff provide assistance to community volunteers in their organizational planning, policy development, and event planning throughout the year through a direct support model. Additionally, staff provide specialized assistance in technical matters related to land use/planning, safety and livability, sustainability, graphic design, and communications.

- **Your coalition's priorities for the coming year:**
  - Help guide neighborhood association's organizational planning through Work Plans.
  - Provide leadership trainings/orientations.
  - Improve volunteer knowledge related to their neighborhood's interests/actions.
- **Specific activities you plan to implement:**
  - Provide technical assistance related to safety, transportation, and livability.
  - Assist all eleven neighborhoods in developing a work plan.
  - Refine and update leadership training materials (see training for additional info).
  - Offer two yearly Board Orientations.
  - Continue to provide technical assistance based on knowledge of policy and procedures.
  - Assist neighborhood associations fiscally sponsored by NWNW with obtaining 501(c)3 designation.
  - Provide fundraising training as requested by neighborhood associations.
  - Implement refined Financial Management Policy and Procedures.

COMMITTEE SUPPORT: Through the direct support staffing model, Neighbors West-Northwest will work with neighborhood association volunteers on neighborhood association and coalition issue-based committees and/or ad-hoc committees, organizing special events, and incubating community-driven initiatives that have a wide impact. Staff will provide planning, outreach, partnership support, and meeting and document administration as described in other sections of this action plan.

- **Your coalition's priorities for the coming year:**
  - Plan and host fun community-building events in partnership with neighborhood associations throughout the coalition area.
- **Specific activities you plan to implement:**
  - Staff will help schedule and attend meetings related to the collaborative projects above.
  - Staff will provide additional support to emerging projects at the neighborhood association level as requested.
  - Staff will promote programs and funding that may assist coalition and neighborhood volunteers in their work/interests.

OUTREACH SUPPORT: NWNW staff offer office equipment and communications programs to provide limited assistance to Neighborhood Associations with reproduction and distribution of print and/or electronic newsletters, meeting notices and minutes.

- **Your coalition's priorities for the coming year:**
  - Ensure NAs have access to a limited amount of photocopying services as needed.
  - Provide electronic outreach opportunities



- Provide funding for printed communications via Communications Funding allotments.
- Assist all NA's in ensuring all meetings are published online and in print.

- **Specific activities you plan to implement:**

- NWNW will provide \$50 worth of in-house photocopies to each neighborhood.
- NWNW will support neighborhood associations in setting up and maintaining an electronic email subscription list.
- NWNW will offer communications funding to each neighborhood for additional projects they wish to achieve, including but not limited to: newsletter printing, production of signs for meeting notification, online accounts for email subscription lists, marketing materials, postcards, etc.
- NWNW will publish NA agendas on our online calendar, if provided.
- NWNW will assist NA board and volunteers with learning how to maintain their website.

MINIMUM DELIVERABLES:

- “Obtain General Liability and Directors and Officers insurance coverage for the GRANTEE governing board and organization.”
  - NWNW obtains General Liability and Directors & Officers insurance coverage.
  - NWNW staff and board leadership provide information about insurance requirements and standards to NWNW board members and neighborhood association leadership.
- “Offer General Liability and Directors and Officers insurance coverage to Neighborhood Associations.”
  - NWNW offers the above listed insurance coverage to neighborhood associations.
- “Assist Neighborhood Associations in finding accessible meeting space for their activities.”
  - NWNW offers assistance upon request to neighborhood association leaders who are seeking space for meetings or special events.
  - Staff assists in securing and providing proof of insurance for NA meetings and events.
  - Finalize NWNW organizational transition plan to guide NWNW staff and board leadership.



## ADVOCACY SUPPORT

Neighbors West-Northwest will support neighborhood associations and community efforts to analyze, organize, and influence governmental decisions that affect neighborhood and community livability.

- **Your coalition's goals for the coming year:**
  - Work with neighborhood association representatives to identify priorities and needed support.
  - Maintain clear communication channels to ensure that staff and volunteers are aware of potential areas of interest and opportunities to comment on impacts to the neighborhood associations.
- **Specific activities you plan to implement:**
  - Implement Action/Work Plan process with interested neighborhood association leaders
  - Analyze and summarize complex policy documents for wider understanding and participation.
  - Publish an up-to-date list on NWNW website of upcoming opportunities for advocacy on city initiatives including public hearings, public comments periods, open houses, etc.
  - Set staffing priorities as identified by Neighborhood Association Work Plans or requests
  - Attend meetings as necessary to provide staff support
  - Connect neighborhood associations with relevant partners related to their advocacy/interests
    - Staff will provide information, organizing assistance, and will regularly advertise neighborhood efforts to promote engagement, interaction, and increased participation.



## TRAINING AND SKILL BUILDING

**LEADERSHIP/SKILL BUILDING:** Neighbors West-Northwest will develop and offer leadership and skill-building opportunities that benefit NWNW neighborhood association volunteers and the general public.

- **Your coalition's priorities for the coming year:**
  - Provide coalition-wide, public trainings twice a year.
  - Provide individual trainings upon request.
- **Specific activities you plan to implement:**
  - Compile and distribute public training materials.
  - Offer website trainings to neighborhood association volunteers.
  - Offer records management training to neighborhood association leadership.
  - Offer training to board treasurers and other appointed representatives.

**TOOLS/BEST PRACTICES:** Describe how your coalition will "Provide tools, methods and best practices to assist Neighborhood Associations" in the following areas:

- *General community involvement in their activities, including outreach, and recruitment and retention of new members and leaders; and*
- *Involvement by members of under-engaged groups in their activities and leadership.*
- **Your coalition's priorities for the coming year:**
  - Provide written training materials to neighborhood association volunteers and the general public.
  - Create a training for individuals or organizations not currently involved with but who may be interested in joining the neighborhood system.
  - Offer training twice per year.
- **Specific activities you plan to implement:**
  - Post training materials on the NWNW website for access by general public.
  - Provide link to training materials to all new board members along with an orientation upon request.

**MINIMUM DELIVERABLES:** Describe how your coalition will meet the requirement to produce the following "deliverables:"

- Offer board orientation for coalition board members.
  - NWNW will offer an orientation for coalition board members.
- Offer board orientation for neighborhood association board members.
  - NWNW will offer an orientation for neighborhood association board members.



## PARTICIPATION IN ONI PROGRAMS

**PARTICIPATION:** Describe how your coalition will “work strategically and collaboratively with ONI in the development of ONI policy, budget, and program management and collaborate with ONI programs.”

- **Specific activities you plan to implement:**

- At least one NWNW representative will serve on the ONI BAC.
- The Executive Director will work with Program and Admin/Finance staff to implement ONI Programs.
- The board will appoint representatives to serve as liaisons to city bureaus as applicable.

**PUBLICITY** Describe how your coalition will “Help publicize program meetings, events, and workshops, make community members aware of available program services, and engage in limited collaboration with ONI programs.”

- **Specific activities you plan to implement:**

- NWNW will use all communications channels to promote ONI programs as appropriate (see Outreach & Communication section for more detail).
- Provide details of ONI programs in NWNW offered trainings (see training section for more detail).
- Host regular meetings (usually monthly) with Crime Prevention staff to ensure clear communication and to receive program updates.
- Work with Crime Prevention Staff to organize regular Public Safety Action Committee meetings with groups of member neighborhood associations.

**MINIMUM DELIVERABLES:** Describe how your coalition will meet the requirement to produce the following “deliverables:”

- “Have a minimum of one District Coalition representative participate on the ONI Bureau Advisory Committee (ONI BAC)....”
  - NWNW will appoint at least one community member to serve as a representative to the BAC and at least one staff member (the Executive Director).
- Have a minimum of one District Coalition representative to participate “in the formal process to review and update the ONI Standards.” [ONLY IF A FORMAL PROCESS IS INITIATED]
  - NWNW will commit to having at least one representative participate in the formal Standards review process if it is initiated.



## MAINTAIN AN ACCESSIBLE OFFICE IN THE COMMUNITY

Neighbors West-Northwest will maintain an office within the coalition district area “that can accommodate the district staff and that is open and accessible to the community with reasonably accessible, safe, and healthy work space.”

- **Your coalition’s goals for the coming year:**
  - Provide the community with consistent and helpful advice, information, and support.
  - Offer at least 7 hours a day for walk-in assistance.
- **Specific activities you plan to implement:**
  - Provide office staffing weekdays from 9:00 am to 4:00 pm.
  - If all staff are required at off-site meetings, the “Will Return” sign advises of the next available time to stop by.

MINIMUM DELIVERABLES: Describe how your coalition will meet the requirement to produce the following “deliverables:”

- Provide a minimum of four workspaces.
  - Our current office area provides 1 private office and 3 workspaces, with an additional small meeting area.
- Schedule and post a minimum of 20 regular hours of office operation per week to accommodate the walk-in public.
  - Our standard office hours (9-4, M-F) are posted on our website along with the office phone number. Typically at least one person is available in the office during normal operating hours.



## Program Work Plans

Communications Funding

Trainings

Neighborhood Small Grants

Records Management

Financial Management Support to Neighborhood Associations

NW P&R TAC

Community Collection Events



## Anticipated Activities

Event Type	Total # of Events	Average or Expected Attendance	Approximate Date	Participating Neighborhoods
Information Events	12	50-300 ppl per event	September and October	
Work Party/Cleanup	60	10-100 ppl per event	April and October, monthly for NWDA	FPNA, GHFL, LNA, NWDA, OTCT, Pearl, SHNA
Mixer	7	50 (approx.)	TBD	FPNA, LNA, NWDA, OTCT, Pearl, SHNA
Large Block Party w/ alcohol	2	1000	September	Pearl and Downtown
Large Block Party w/o alcohol	3	500-1000	September	Goose Hollow, Old Town Chinatown, Downtown
Small Block Parties/Picnics – no alcohol	12	25-300 ppl (approx.)	July-October	AHNA, GHFL, HNA, LNA, OTCT, Pearl, Downtown, SHNA, NWNW
Parade	2	50-175	July & June	HNA
Tabling	Up to 5	2-3 volunteers	TBD	NWDA, Pearl, NWNW
Newsletter Distribution	6	12 volunteers	bimonthly	LNA