

Neighborhoods Commission
DRAFT Communications and Outreach Subcommittee Workplan 2010

Summary: The following are steps and tools to support the development of effective outreach systems to communicate with neighborhood Groups throughout San Jose, and to prioritize communications from the Neighborhoods Commission (NC) to the City, other entities or persons or the neighborhoods.

1. Communications and Outreach Committee Members to work with their Council Office(s), NDC, Commissioners and any other sources for each District to gather contact lists of currently known "neighborhood groups". This process shall be completed and then updated yearly.
2. Each group of Neighborhood Commissioners by District shall produce, with appropriate support and technical expertise by the NDC and fellow NCs, "coverage maps" for each District indicating what areas have active neighborhood groups. The Three Commissioners shall also review and make recommendations on what areas of the District do not have adequate neighborhood group representation, and recommendations on how to reach out to these residents to support their civic engagement.
3. Commissioners shall encourage Formation of Neighborhood Leadership/ Roundtable Groups, as appropriate. A number of our Council Districts have the benefit of established groups comprised of neighborhood groups (such as Neighborhood Associations, Neighborhood Advisory Committees (NACs), Neighborhood Advisory groups (NAGs), etc.) to work with their Council Offices and City Staff and provide their voices/ views on neighborhood quality of life - feedback, recommendations, and support. A number of strong established models for this type of body exist – we recommend asking each of these groups for a summary of their structure, by-laws, guidelines, and process. This information shall be posted to the NC and NDC website as a tool/ model for new and emerging District-wide Leadership groups. We would also advise that the “buddy system” be available – that representatives from the existing established leadership groups be available to consult with emerging groups.
4. Commissioners shall participate in Conferences, Community Meetings, and any other forums as appropriate to support the development of Neighborhood participation in policy matters regarding neighborhood quality of life.

Communications:

1. NC to Neighborhood communication: Establish effective process for the NC to communicate out to the neighborhood groups in all Districts on policy matters. This may include but is not limited to: email lists, press advisories, op-ed pieces, community surveying through the NDC, etc.
2. The process for prioritization of communication requests from NC out to Neighborhood Groups is based on the following definitions:

- Immediate – Well understood topic requiring an immediate response.
 - Relatively Complex Issues – Where additional study/ information required to obtain knowledge of the issue and consensus on an answer.
 - Important Issue Requiring Neighborhood Training – Crucial topic where training would be of benefit to neighborhood leaders, but a specific answer is not required.
 - Issue Requiring Neighborhood Feedback – Larger Citywide policy issue that requires significant outreach and/or discussion.
3. Neighborhoods to NC Communication: Establish process so that neighborhood groups may effectively communicate out to the NC on policy matters of overall interest and importance.
 4. The Three (3) Neighborhood Commissioners in each District shall determine the most effective means to survey their Neighborhood Groups. Coordinate Communications with Caucus Committee for upcoming Caucuses as needed. If it is felt that training on an issue would be beneficial to neighborhood Leaders in that District, or to Neighborhoods generally, this request will be brought back to the Executive Committee for discussion and referral to appropriate resources.