“ENGAGE OUR NEIGHBORHOODS”
ARLINGTON NEIGHBORHOOD ENGAGEMENT PROGRAM

OFFICE OF STRATEGIC INITIATIVES
NEIGHBORHOOD ENGAGEMENT RESULTS IN...

- Informed and engaged residents
- Higher quality/maintained housing stock
- Sustainable neighborhood leadership

- Increased collaboration in neighborhoods
- A partnership between neighbors, neighborhoods, and the City
- Strong neighborhoods
ADVANCING THE COMPREHENSIVE PLAN & CITY COUNCIL PRIORITIES

99 SQUARE MILES CATALYST PROJECT: NEIGHBORHOOD PROGRAM

- Create a vibrant neighborhood program in Arlington that connects people and resources, creates opportunities for collaboration, and provides support for neighborhood organizations and the broader community.

FY2021 CITY COUNCIL PRIORITY

Build up neighborhoods and communities to increase the quality of life in Arlington

- Neighborhoods should be:
  - Secure and Attractive
  - Informed and Connected
  - Proud and Engaged
NEIGHBORHOOD ENGAGEMENT AS A SERVICE

Many City departments participate in significant investment directly benefitting Arlington Neighborhoods.

The Neighborhood Engagement Program is just one component of the City’s overall neighborhood service delivery, which impacts the day-to-day life of residents.
NEIGHBORHOOD ENGAGEMENT AS A SERVICE

Multiple City departments provide programming and services that partner with Arlington residents to improve the quality of life. Some examples include:

- Code Ranger Program
- Neighborhood Enhancement Team
- Citizens on Patrol
- Dog Walker Watch Program
- Know Your H2O
FUNCTION OF THE NEIGHBORHOOD ENGAGEMENT PROGRAM

The Neighborhood Engagement Program:

- **Does not have control** or oversight over homeowner associations
- Is intended to **empower** neighbors and neighborhoods to understand existing resources and **partner** with the City to achieve community goals
- Requires significant **neighborhood support** and **enthusiasm**
- Works with neighborhoods to find **solutions** within City law, ordinances, and policies
# Levels of Neighborhood Engagement

**Not Organized**
- (Immediate Needs)
  - Neighbors don’t know each other, or only know immediate/adjacent neighbors
  - Will rally around a specific issue/threat, then disperse
  - Requires sustained interest from neighborhood itself to become more organized

**Pre-Organized**
- (Core Leadership)
  - A core leadership group works to plan neighborhood events (i.e. National Night Out)
  - Primarily concerned with social aspects of the neighborhood

**Organized**
- (Neighborhood Awareness)
  - Neighbors identify with neighborhood
  - There is some structure to address needs/issues/concerns within the neighborhood
  - Often includes Board of Directors, committees, Crime Watches, regular neighborhood-wide meetings

**Advanced**
- (Active Civic Engagement)
  - Neighbors have significant neighborhood involvement
  - Neighborhood engages with City government, especially regarding surrounding development and policymaking
  - Leverages multiple levels of government to achieve goals
NEIGHBORHOOD ENGAGEMENT PROGRAM – PATHWAY TO ENGAGEMENT

Passive Engagement

- Nextdoor
- Champion Great Neighborhoods Newsletter

Active Engagement

- Block Party Trailer
- Home Improvement Incentive Program
- Urban Design Center
- Neighborhood Organization Handbook
- Neighborhood Leadership Network
- Neighborhood Matching Grant
- Neighborhood & Small Area Planning
ARLINGTON NEIGHBORHOOD ENGAGEMENT PROGRAM FRAMEWORK

Know Your Neighbors
Grow Social Capacity

Know Your City
Communication & Education

Build-Up Neighborhoods Together
Invest in Neighborhood Infrastructure
ARLINGTON NEIGHBORHOOD ENGAGEMENT PROGRAM FRAMEWORK

Know Your Neighbors
Grow Social Capacity

Know Your City
Communication & Education

Build-Up Neighborhoods Together
Invest in Neighborhood Infrastructure
KNOW YOUR NEIGHBORS: GROW SOCIAL CAPITAL

Existing Programs

- Block Party Trailer
- Neighborhood Organization Handbook
- Neighborhood Enhancement Team (Code Compliance Collaboration)
- Community Tool Sharing Program (Code Compliance Collaboration)
- National Night Out assistance (Police Department Led)

Upcoming Programs

- Explore opportunities for additional social capacity programming
KNOW YOUR NEIGHBORS:
BLOCK PARTY TRAILER

- Launched in May 2016 as FREE neighborhood resource
- Requires minimal engagement or time commitment
- Primary purpose is to get neighbors engaged with each other & begin to establish a relationship with the City
- On average, in use 14 of 24 weekends during favorable weather months (April – July, September, & October)
KNOW YOUR NEIGHBORS: NEIGHBORHOOD ORGANIZATION HANDBOOK

- Intended for neighbors who know each other, work together for common goals & want to take it to the next level
- Empowers emerging neighborhood groups to develop a group that serves neighborhood needs best

Includes:
- How to make neighborhood connections
- How to host a meeting
- Sample invitations, agendas, bylaws, meeting minutes, organizational structures
- City resources available for neighborhoods
ARLINGTON NEIGHBORHOOD ENGAGEMENT PROGRAM FRAMEWORK

Know Your Neighbors
Grow Social Capacity

Know Your City
Communication & Education

Build-Up Neighborhoods Together
Invest in Neighborhood Infrastructure
Existing Programs

- Champion Great Neighborhoods Newsletter
- Nextdoor Account for general neighborhood communication
- Coordination with City’s news website, Facebook, and Twitter accounts
- Neighborhood Leadership Network Quarterly Meetings and Listserv

Upcoming Programs

- Host semi-annual Neighborhood Leadership Summits
- Develop & Launch Online Resource Center for Neighborhoods
### General Neighborhood Post Metrics (since Aug 2018)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Posts per quarter</td>
<td>11</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>902,000</td>
</tr>
<tr>
<td>Average Impressions per post</td>
<td>~6,735</td>
</tr>
</tbody>
</table>

### Zoning Case Post Metrics (since Nov 2018)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoning Cases Posted</td>
<td>146</td>
</tr>
<tr>
<td>Average # Households Targeted per post</td>
<td>4,800</td>
</tr>
<tr>
<td>Average Impressions per Zoning Case post</td>
<td>472 (10% of targeted HH)</td>
</tr>
</tbody>
</table>

*“impressions” are unique views of any single post by a user*
The Neighborhood Leadership Network is a working group of residents interested in advocating for their neighborhood. Driven largely by the neighbors who participate, programming and information will be added as needs are established by the Neighborhood Leadership Network members.
KNOW YOUR CITY: NEIGHBORHOOD LEADERSHIP NETWORK

The Neighborhood Leadership Network provides a dynamic resource for neighborhood leaders to:

- **create connections** with various City departments to navigate service delivery to meet neighborhood needs
- **build relationships and learn from each other** to effectively lead their neighborhoods through issues, concerns, and establishing best practices
- **disseminate accurate information** to neighbors related to City initiatives and gather feedback for decision making
- provide an avenue for neighbors to **participate in the governmental process** and engage in the discussion of the future of the City
BUILD-UP NEIGHBORHOODS TOGETHER: INVEST IN NEIGHBORHOOD INFRASTRUCTURE

Existing Programs

- Neighborhood Matching Grant
- Arlington Urban Design Center services
- Arlington Home Improvement Incentive Program (AHIIP)
- Neighborhood & Small Area Planning

Upcoming Programs

- Assist Capital Departments (Public Works, Water Utilities, Parks, Asset Management) in informing and engaging neighborhoods on upcoming and ongoing projects
Established in 2007 with single allocation of gas well revenue ($500,000)

Since 2017, City Council has authorized $150,000 in each annual budget to continue awarding Neighborhood Matching Grants.

More than $833,500 has been granted to 107 neighborhood-based projects

The NMG Program provides financial support for resident-initiated, neighborhood-based projects and programs to enhance and beautify neighborhoods

The program aims to make neighborhoods more attractive, increase community pride and civic participation, and encourage collaboration among neighbors, neighborhoods, and city government.
Eligible Applicants
- Geographically-defined Neighborhood Group,
- Neighborhood Associations,
- Homeowners’ Associations,
- Neighborhood Watch Group

Match Requirement
- 20% match, 10% must be cash on hand

Maximum Grant Award
- $10,000 for non-entity groups
- $25,000 for neighborhood organizations (entity)

Eligible Projects:
- Serve a public purpose/benefit
- Have a detailed budget reflecting accurate project costs and match sources
- Have a detailed and achievable timeline including a plan for long-term maintenance
- Meet applicable codes and have identified necessary permits
- Have support of the neighbors
BUILD-UP NEIGHBORHOODS TOGETHER: NEIGHBORHOOD MATCHING GRANT
BUILD-UP NEIGHBORHOODS TOGETHER: URBAN DESIGN CENTER

- Partnership with UT Arlington
- Landscape Architecture, Planning & Architecture Graduate Students
- At no cost to the neighborhood
- Allows neighborhoods to create a vision of what “could be”
Incentive Program established in 2011 to encourage investment in aging single-family residential homes

Eligible home improvements valuing at least $20,000 receives one-time incentive after improvements are complete

- 10x increase in city property tax paid, up to $5,000

Permanent Property Improvements include:
- Replace doors/windows
- Energy efficiency improvements
- Systems improvements (HVAC, electrical, etc.)
- Additions to square footage

$16,000 has been granted in incentives since 2011
BUILD-UP NEIGHBORHOODS TOGETHER: NEIGHBORHOOD AND SMALL AREA PLANNING

- Most advanced form of neighborhood engagement – Active Engagement
- Requires significant neighborhood time commitment and vision
- Neighborhood and Small Area Plans are adopted by City Council as amendments to the Comprehensive Plan and are implemented by both the neighborhood and the City
HOW NEIGHBORHOOD ENGAGEMENT PROGRAM INTERACTS WITH OTHER DEPARTMENTS

CONNECT
- neighborhoods to departmental programs and resources – “no wrong door”
  - Permitting, Code Compliance, Public Works, Water Utilities, Housing Authority

COMMUNICATE
- with neighbors as a component of City-wide communications
  - Nextdoor, Neighborhood Meeting Presentations, Newsletters

COLLABORATE
- on new and existing neighborhood initiatives
  - Neighborhood Enhancement Team, Corridor Beautification, Meet the Neighbors

ASSIST
- with neighborhood issues
  - Provide insight, Identify meeting space, Encourage neighborhood growth
QUESTIONS?
Email
Neighborhoods@ArlingtonTX.gov!