

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 to improve community knowledge and understanding of land use.

Actions:

1. Get additional input from Council.
2. Develop and execute an outreach plan in coordination with staff efforts regarding land-use education, including materials for NAs.
3. Work with City staff so that the CityView program is able to be accessed in a user-friendly way for all community members.

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

Actions:

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

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.

Goal 2 – Work with City staff to create communication tools and processes that help increase community engagement and participation by all members of the community.

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a. Work with the City and its resources to identify communication needs of 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.
4. New and specific outreach to traditionally underrepresented groups (low income, renters, minority groups).

b. Work with City staff to develop a communication tool kit and infrastructure that support all NAs in community outreach opportunities (survey tool, education tools, messaging templates, brochure template, etc.).

Actions:

1. Recommend and purchase a survey tool with reporting capabilities to be shared among NAs.
2. Suggest other communication tools and processes as NA leaders request/substantiate and as they can be supported by City staff and resources.
3. Create a process for sharing the communications toolkit.
4. Request the purchase of 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 NLA FAQs for NAs.
3. Identify and develop relationships, information and communication opportunities that would benefit NAs, as appropriate.
4. Investigate developing and maintaining a calendar of NLA activities.

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

a. Work 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.
3. Maintain open and consistent communication with relevant City staff and call on their expertise, as needed.

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- 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. Follow the NLA's own procedures and guidelines in developing a system for responding to 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 the NLA in City governance decisions related to the NLA's role under the City Code.**

Actions:

1. Support the City in its assessment of the NLA's effectiveness and recommend changes.
2. Advocate for consistent and timely communication with NAs affected by pending projects.
3. Work to develop additional opportunities for the inclusion of the NLA in City governance decisions related to its role.
4. Participate in City diversity, equity and inclusion trainings, in support of City Council goals.