



“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



NEIGHBORHOOD
ENHANCEMENT
TEAM



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

Nextdoor
Champion
Great
Neighborhoods
Newsletter

Block Party
Trailer



Home
Improvement
Incentive
Program
Urban Design
Center

Neighborhood
Organization
Handbook
Neighborhood
Leadership
Network

Neighborhood
Matching Grant
Neighborhood
& Small Area
Planning

Passive Engagement

Active Engagement

ARLINGTON NEIGHBORHOOD ENGAGEMENT PROGRAM FRAMEWORK



Know Your Neighbors

Grow Social Capacity



Know Your City

Communication &
Education



Build-Up Neighborhoods Together

Invest in Neighborhood
Infrastructure

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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

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NEIGHBORHOOD ORGANIZATIONAL HANDBOOK



Arlington, Texas



- 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

KNOW YOUR CITY: COMMUNICATION & EDUCATION

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

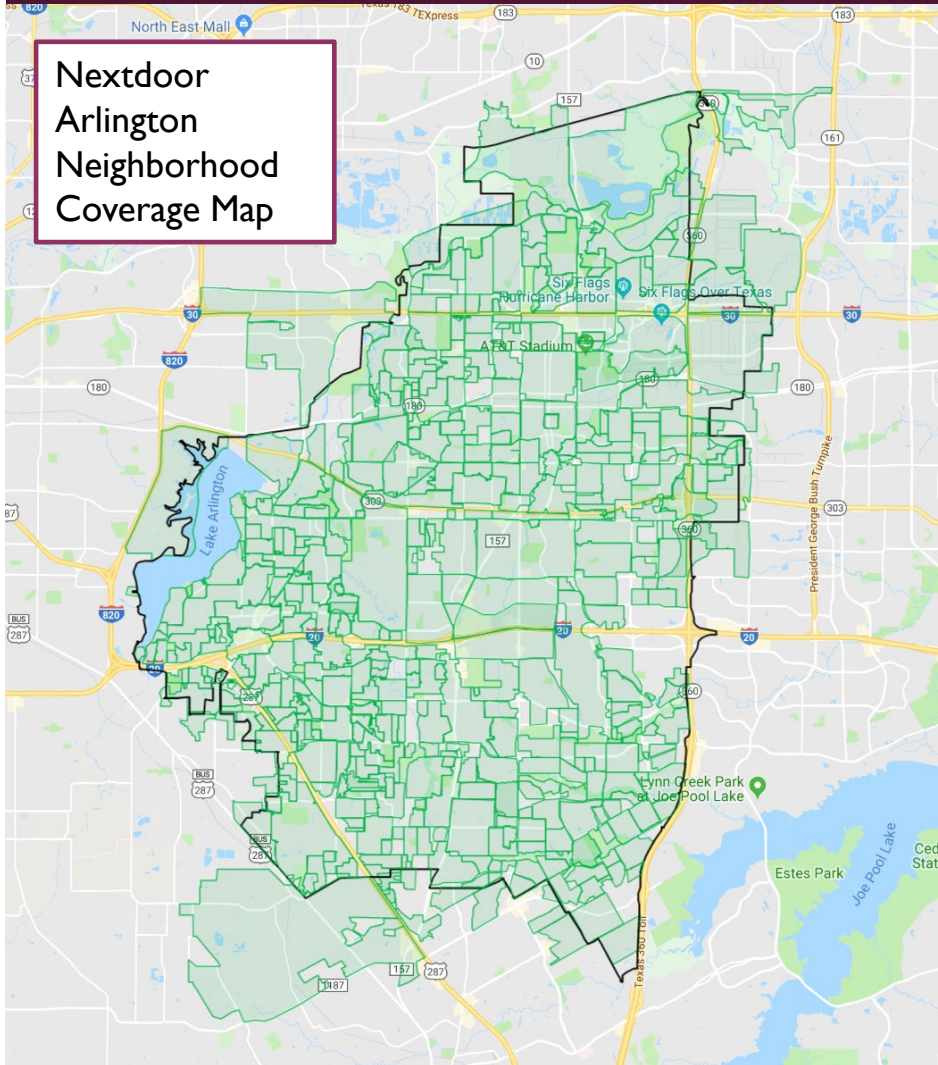
Upcoming Programs

- Host semi-annual Neighborhood Leadership Summits
- Develop & Launch Online Resource Center for Neighborhoods

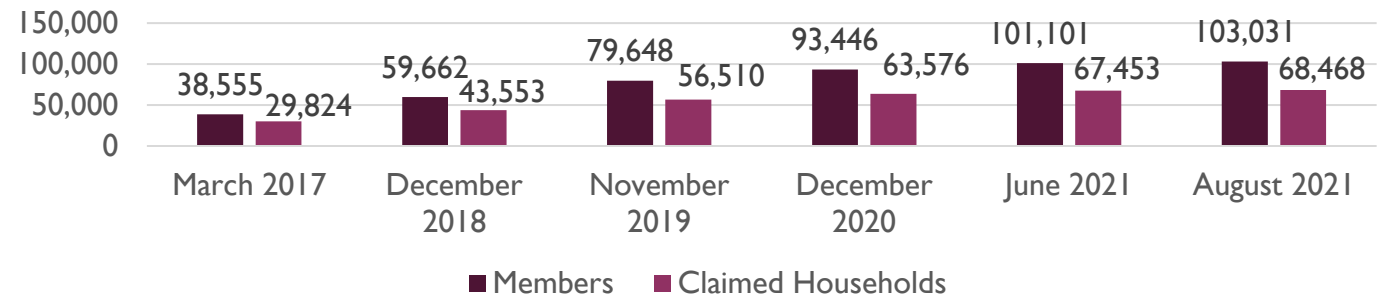


KNOW YOUR CITY:

Nextdoor STATISTICS



Growth in Arlington Nextdoor Membership



General Neighborhood Post Metrics (since Aug 2018)

Average Posts per quarter	11
Total Impressions	902,000
Average Impressions per post	~6,735

Zoning Case Post Metrics (since Nov 2018)

Zoning Cases Posted	146
Average # Households Targeted per post	4,800
Average Impressions per Zoning Case post	472 (10% of targeted HH)

“impressions” are unique views of any single post by a user

KNOW YOUR CITY: NEIGHBORHOOD LEADERSHIP NETWORK

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



ARLINGTON NEIGHBORHOOD ENGAGEMENT PROGRAM FRAMEWORK



Know Your Neighbors

Grow Social Capacity



Know Your City

Communication &
Education



Build-Up Neighborhoods Together

Invest in Neighborhood
Infrastructure

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



BUILD-UP NEIGHBORHOODS TOGETHER: NEIGHBORHOOD MATCHING GRANT

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.

- 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



BUILD-UP NEIGHBORHOODS TOGETHER: NEIGHBORHOOD MATCHING GRANT



COMMUNITY CAPACITY
BUILDING



NON-PROFIT
STATUS



BEAUTIFICATION
PARKS/OPEN SPACES



NATURAL AREA
PRESERVATION



PHYSICAL
IMPROVEMENTS



SIGNAGE

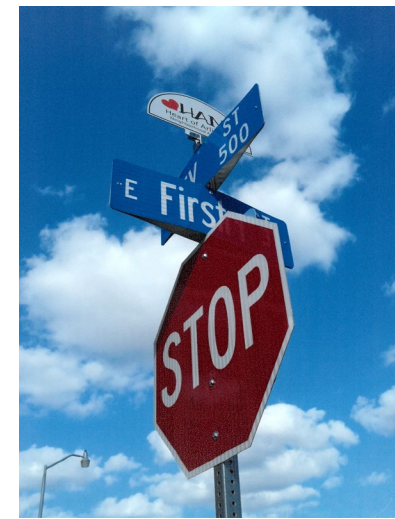
Eligible Applicants	Geographically-defined Neighborhood Group, Neighborhood Associations, Homeowners' Associations, Neighborhood Watch Group
Match Requirement	20% match, 10% must be cash on hand
Maximum Grant Award	\$10,000 for non-entity groups \$25,000 for neighborhood organizations (entity)

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”



BUILD-UP NEIGHBORHOODS TOGETHER: ARLINGTON HOME IMPROVEMENT INCENTIVE PROGRAM



- 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

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