

Neighborhood Toolbox

New and existing programs that assist neighborhoods:

- Office of Neighborhood Vitality programs
- Management capacity-building programs
- City of Garland neighborhood programs (neighborhood watch, grant programs, publications)
- Neighborhood Planning programs
- Neighborhood Resource Team – action-oriented working group of City employees that strategically implements programs and services to reach envisioned outcomes
- Community Resource Team – task force of subject matter experts that advise staff during pilot process to develop programs

Neighborhood Resource Team Member Characteristics

- Visionary
- Results oriented
- Good people skills
- Community oriented
- Unified commitment to envisioned outcomes
- Cultivation and encouragement of different viewpoints
- Team oriented

Community Resource Team

- Comprised of 10 to 15 field experts appointed based on expertise rather than district representation.
- Staff will conduct background research to develop a proposed slate of candidates.
- Individual council members will suggest potential candidates during slate development process.
- Slate of candidates will be presented to the City Council for approval.
- Team will meet periodically for approximately 4 to 6 months.

Implementation

- Neighborhood Strategy Coordination Team presents proposed pilot projects to City Administration and City Council
- City Manager and Team presents the Strategy to Managing Directors
- Directors designate candidates to the Neighborhood Resource Team
- Council designates candidates to the Community Resource Team
- Excitement for the program is generated with a kick-off conference to include Resource Teams and neighborhood representatives from the pilot project areas
- Marketing campaign gets underway to sell and promote the Strategy's message within the community and City's organizational structure
- Pilot projects are initiated.

Note: Periodic updates to City Council will be required as pilot project scopes and timelines are finalized and as determination of future projects is decided.

Marketing

- Work with the Public Information Officer to develop a marketing plan
- Fully develop program logo and tag line: Garland neighborhoods are where it's @
- Create a program for viewing on Channel 15
- Utilize traditional public relations methods
- Develop educational and teambuilding programs for the Neighborhood Resource Team
- Implement the Garland Neighborhood University program
- Hold a conference or Neighborhood Summit
 - Techniques for Creating Neighborhoods of Choice
 - Reading Neighborhoods
 - Breakout Sessions: Management, Image, Physical Conditions, Influence of Social Capital
 - What Does It Mean for Garland?
 - Presentation of Garland's Neighborhood Strategy