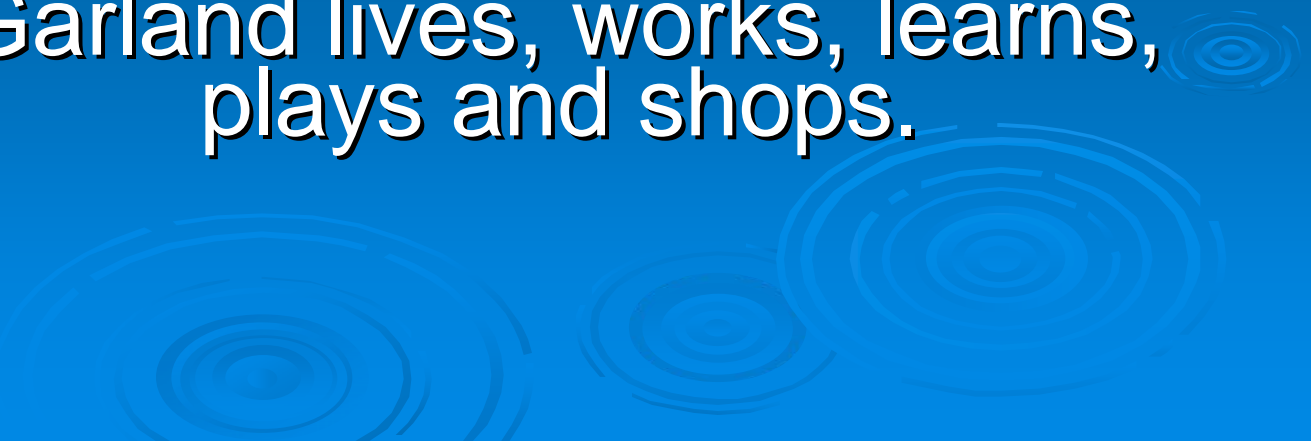


# Strategy for Vital Neighborhoods

Working together in the places  
Garland lives, works, learns,  
plays and shops.




# Garland's Neighborhood Philosophy

Recognizing a strength of Garland is the character of its neighborhoods, we will work in **partnership** with neighborhood stakeholders and community resources to build a stronger community and keep Garland an excellent place to live and invest.

# Envisioned Outcomes

- Stabilized and improved neighborhoods
- Sense of community
- Increased neighborhood management capacity

# Today's Situation

- Limited resources necessitate neighbors working in partnership to maximize return on investment.
  - Garland is comprised of neighborhoods of various ages, strengths, weaknesses, issues, and levels of involvement, and all merit attention to stay healthy, stabilize, and improve.
  - The City Council and City Administration have directed focus on Garland neighborhoods.
  - The proposed Neighborhood Strategy provides a framework for addressing neighborhood issues.
- 


# How Did We Get Here?

- The Neighborhood Vitality Coordinator position was created to support neighborhood organizations and develop neighborhood capacity-building programs.
- Reorganization of departments consolidated planning and neighborhood outreach functions.
- A Neighborhood Planner was hired.
- The Neighborhood Strategy Coordination Team developed a strategy that is designed to:
  - offer something to all of Garland's neighborhoods
  - cultivate involvement, collaboration, and empowerment
  - utilize data collected through the Neighborhood Benchmarking Program but not rely solely on that data source
  - encourage partnerships between the City and the community
  - focus on programs for improvement but does not grade neighborhoods
  - recognize that neighborhoods are more than residential subdivisions but the businesses, offices, schools and residents of an area

Success is dependent on a culture change emphasizing collaboration at the neighborhood level and this message must come from the top and be marketed throughout the City and the community.



# Neighborhood Strategy

- Neighborhood Assessments
  - Neighborhood Grouping System
  - Neighborhood Program Areas
  - Neighborhood Toolbox
  - Implementation
  - Marketing
- 

# Neighborhood Assessments

Resources used to study and understand the issues of specific neighborhoods.

- Benchmark Analysis of resident surveys collected by ODT
- Neighborhood Information System Data compares City's targets with resident opinion surveys
- Leadership and Organization Assessments by Office of Neighborhood Vitality
- Windshield surveys by Neighborhood Strategy Coordination Team

# Neighborhood Grouping System

Describes four types of neighborhood project areas.

- Attempts to avoid consequences associated with ranking or grading neighborhoods
- Recognizes that all neighborhoods need attention or risk decline
- Provides a structure for establishing project work programs
- Allows for a variety of program offerings
- Establishes a framework for collaboration and mentoring across neighborhoods

# Neighborhood Program Areas

Grouped by characteristics related to Infrastructure, Quality of Life, Neighborhood Appearance, Public Services

- **Neighborhood Strategy Area** - significant infrastructure needs, low ratings for quality of life issues, significant neighborhood appearance concerns, less satisfaction with public services
- **Neighborhood Action Area** – some infrastructure needs, moderate ratings for quality of life issues, some neighborhood appearance issues
- **Neighborhood Enhancement Area** – slight infrastructure needs, minor quality of life issues
- **Neighborhood Outreach Area** – few infrastructure or quality of life issues, primarily newer neighborhoods