



Memorandum

TO: BUILDING STRONG
NEIGHBORHOODS COMMITTEE

FROM: Sara L. Hensley

SUBJECT: See Below

DATE: March 4, 2004

Approved

Date

SUBJECT: NEIGHBORHOOD INVESTMENT AND DEVELOPMENT TASK FORCE UPDATE

The Parks, Recreation and Neighborhood Services Department will deliver a presentation on the update of Neighborhood Investment and Development Task Force. The presentation will invite discussion surrounding the current status of the Neighborhood Development Center (NDC) programs, the progress of Service Learning Efforts, the steps underway to create a grant strategy for Neighborhood Associations and Strong Neighborhoods Initiative (SNI) areas, and ongoing efforts to outreach to areas other than SNI.

Listed below is a brief synopsis of efforts currently underway:

NDC Programs

Following the audit in August 2003, the NDC identified areas of improvement to its services through audit recommendations and customer surveys and focus groups. Changes that have been made include identifying cost-savings of over \$400,000 and improvements of our services by expanding our outreach efforts to increase public awareness of NDC services. Other enhancements include increasing the accessibility of our services, increasing our own capacity within the NDC, and creating greater collaboration with community partners. The Department's review of NDC operations has resulted in changes to the service delivery system by optimizing resources and creating a renewed sense of collaboration with our partners both within the City organization and with the neighborhoods we serve.

Service Learning Efforts

San José State University's (SJSU) Center for Service-Learning provides opportunities for SJSU students to apply knowledge they have acquired through their college education to practical hands-on applications in the outside world. PRNS has been working with staff from the Center for Service-Learning to identify potential service learning opportunities within SNI. The next step is to introduce Service-Learning staff to SNI Community Coordinators.

Grant Strategy for Neighborhood Associations and SNI

A matrix was developed to identify what grants each SNI area has applied for and what grants were awarded, as well as grants that are pending. The matrix also indicates potential grant opportunities that will be applied for in the future.

The Project Area Committee (PAC) (working together with neighborhood associations in both SNI and non-SNI areas) is currently identifying available grants and what projects they can potentially fund in all SNI areas. Once grant opportunities are identified, the PAC will co-sponsor an event to train neighborhood associations on the application process.

Efforts to outreach to areas other than SNI

Taking what has been learned through the SNI process, staff is assisting non-SNI neighborhoods in identifying neighborhood leaders, organizing associations, and providing leadership trainings. Trainings include how to recruit volunteers, access City and grant resources, marketing, and asset mapping. Other outreach efforts include the NDC newsletter "Community Connections," a website, e-mail correspondences, and presentations to increase awareness of NDC services.

SARA L. HENSLEY
Director of Parks, Recreation and
Neighborhood Services