



# Memorandum

**TO:** NEIGHBORHOOD SERVICES &  
EDUCATION COMMITTEE

**FROM:** Jane Light  
Library Director

**SUBJECT:** BUILDING STRONG  
NEIGHBORHOODS PILOT AREAS  
UPDATE

**DATE:** February 14, 2008

Approved

*Christine J. Shippey*

Date

*1-30-08*

**COUNCIL DISTRICTS:** 2, 7, 9

## RECOMMENDATION

It is recommended that the Neighborhood Services and Education (NSE) Council Committee accept the Building Strong Neighborhoods Pilot Areas update report and timeline. In addition to the memorandum, staff will provide a verbal update on the progress to date in the three pilot areas.

## OUTCOME

This report will provide the Committee with an update on the progress made in the three pilot areas since the last Committee update in June 2007 in addition to reviewing the attached updated work plan and timeline for the pilot areas.

## BACKGROUND

In June 2006 the City Council approved the expansion of the Strong Neighborhoods Initiative (SNI) to three pilot areas: Seven Trees (Council District 7), Silver Leaf (Council District 2), and Camden/Hillsdale (Council District 9). The Neighborhood Listening Project is being utilized in each of the areas. The Neighborhood Listening Project is a three to nine month neighborhood organizing process. The process provides a structure for neighborhood residents to form a coalition, establish goals, develop partnerships to help accomplish the goals, and reach out to and mobilize a neighborhood's greatest resource—the people living there.

During the project, a questionnaire is developed and utilized in extensive door-to-door interviews initiated through a "Day of Action." The information gathered is published, distributed, and used to guide neighborhood development activities. Central to the Neighborhood Listening Project process is the follow up and the neighborhood action carried out by the resident coalition long after the interviews are completed.

## **ANALYSIS**

The following is a progress update on the three pilot areas. Each neighborhood is at a different stage with the listening project and in establishing its Action Plan.

### **Seven Trees**

On November 6, 2007, the City Council accepted the Seven Trees Pilot Project Neighborhood Action Plan. Following the acceptance of the plan, staff met with neighborhood residents to provide an update on their street paving priority. A majority of the neighborhood streets are part of a summer street paving project (the remaining streets were paved in the past several years and do not require paving). During this meeting staff received a list of neighborhood concerns regarding traffic calming, which the Department of Transportation is addressing. On January 26, 2008, Councilmember Madison Nguyen reported out to the community on the other top priorities for the neighborhood, including sidewalk repair, code enforcement, neighborhood safety, and shopping center improvements. Next steps include a strategic planning meeting to establish the neighborhood's goals for 2008. Neighborhood leaders continue to move forward in formalizing the Seven Trees Coalition.

### **Silver Leaf**

Approximately seventy (70) neighborhood residents participated in the Day of Listening on December 1, 2007. Residents knocked on over four-hundred (400) doors and collected two-hundred twenty-five (225) surveys. The survey results were compiled into a Silver Leaf Neighborhood Action Agenda. The neighborhood will present the action agenda to Councilmember Forrest Williams on March 1, 2008 with the goal of placing it on the City Council agenda for approval in the Spring of 2008. Staff is working with various City Departments to determine appropriate responses and solutions to the nineteen (19) priorities in the action agenda. The neighborhood made significant progress in obtaining funding for one of its neighborhood priorities. Valley Transportation Authority (VTA) allocated \$8 million to construct a pedestrian overpass in the Silver Leaf area. The federal government is providing \$2 million for a total of \$10 million to build the pedestrian bridge, which was the site of a tragic death involving a child in November 2005. Next steps include mobilizing residents for the March meeting with Councilmember Williams and Spring City Council meeting.

### **Camden/Hillsdale**

Two Camden/Hillsdale neighborhood leaders received the Pride of San Jose award from Mayor Chuck Reed and Councilmember Judy Chirco. These leaders are playing a central role in kick-off the Camden/Hillsdale Day of Action scheduled for February 9, 2008. A coalition of tenants, home owners, dog park enthusiasts, and apartment owners will come together and interview residents in the Donna Lane area. The Camden/Hillsdale neighborhood action plan will be compiled from the results of the door-to-door survey. A multi-department working group has met for the past year to address neighborhood concerns that include street crime and public safety. The summer 2007 National Night Out Against Crime event in the Donna Lane area spurred increased neighborhood involvement. Next steps include mobilizing residents for the Day of Action, drafting the Neighborhood Action Agenda and presenting it to Councilmember Chirco, and seeking Council acceptance of the Action Agenda.

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Subject: Pilot Areas Update

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**PUBLIC OUTREACH/INTEREST**

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This memorandum does not meet the criteria listed above. Each pilot area has done extensive outreach in informing and engaging residents in establishing goals in each pilot area.

**COORDINATION**

This memorandum has been coordinated with the City Manager's Office, the Redevelopment Agency, the City Attorney's Office and the Neighborhood Development Center.

**CEQA**

Not a project.

  
JANE LIGHT  
LIBRARY DIRECTOR

For questions please contact ERNEST GUZMAN, NEIGHBORHOOD DEVELOPMENT CENTER TEAM MANAGER, at 408-723-4114.

**BUILDING STRONG NEIGHBORHOODS WORK PLAN & TIMELINE**

**BUILDING STRONG NEIGHBORHOODS PILOT AREAS:**

- 1) Seven Trees (Council District 7)
- 2) Hillsdale / Camden / Branham / Meridian (Council District 9)
- 3) Silver Leaf (Council District 2)

**BUILDING STRONG NEIGHBORHOODS OUTCOMES**

- Communities that feel safe 24 hours per day
- Strong, capable, and engaged neighborhood organizations throughout the City
- Formal establishment of neighborhood vision and priorities
- Alignment of City services and projects with neighborhood priorities

**DEPARTMENT PARTNERS:** City Manager’s Office, Redevelopment Agency, Public Works, Transportation, Parks, Recreation, and Neighborhood Services, Planning, Building, Code Enforcement, Police Department, Fire Department, Emergency Services, Housing, Environmental Services, City Attorney’s Office, Library

**SEVEN TREES BUILDING STRONG NEIGHBORHOODS WORK PLAN**

<b>TASK / EVENT</b>	<b>TIMELINE</b>	<b>STATUS</b>
Establish department liaisons and cross-departmental team to engage in pilot area efforts	January 2007	Neighborhood Services CSA Working Group meeting monthly
Assessment of existing physical conditions, City services, capital projects, and social conditions (demographics, community organizations) with each pilot area	Early 2007	Demographics have been collected, and an assessment has been completed.
Conduct outreach to existing stakeholder groups to identify leaders and begin to understand community assets and issues	Early 2007	Outreach to stakeholder groups and neighborhood leaders have been initiated. Initial assessment of assets and issues is completed.
Conduct leadership training and neighborhood listening project	Spring / Summer 2007	Initial Leadership Training held on 2/14/07, Neighborhood Listening Project was completed 9/29/07.

**BUILDING STRONG NEIGHBORHOODS WORK PLAN & TIMELINE**

Develop neighborhood coalition comprised of community stakeholders	Spring / Summer 2007	Leaders from Iola Williams Senior Center, Cry Out Christian Fellowship, and Seven Trees Neighborhood Group have made a commitment to create a neighborhood coalition.
Initiate and implement community meeting series to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Listen, listen, listen</li> <li><input type="checkbox"/> Provide information / training on existing City projects and services,</li> <li><input type="checkbox"/> Identify neighborhood vision, priorities, and</li> <li><input type="checkbox"/> Develop organization action plan</li> </ul>	Spring / Summer 2007	Meetings were held in March, April, and May. A Day of Action was held in May in which a survey of the neighborhood was completed with the assistance of neighborhood leaders. The survey results provided the basis for creating a pilot area action plan.
Pilot area action plan agendized for City Council review/consideration	Late 2007	The pilot area action plan was accepted by the City Council on 11/6/07.
Initiate implementation plan with an emphasis on neighborhood-driven quick victories and the alignment of neighborhood priorities with existing City resources or grant opportunities	Late 2007	A formal implementation plan with quick victories was created. Staff from various City Departments are involved in aligning existing City resources and grant opportunities with neighborhood priorities.
End of year evaluation of BSN Pilot Area Initiative	Late 2007	In progress
Develop recommendations, based on evaluation, for potential city-wide implementation strategy	Spring 2008	In progress

**BUILDING STRONG NEIGHBORHOODS WORK PLAN & TIMELINE**

**HILLSDALE/CAMDEN BUILDING STRONG NEIGHBORHOODS WORK PLAN**

<b>TASK / EVENT</b>	<b>TIMELINE</b>	<b>STATUS</b>
Establish department liaisons and cross-departmental team to engage in pilot area efforts	December 2006	NDC staff is attending CD9 City Provider Meetings. Staff is conducting by-monthly meetings with staff assigned to the Hillsdale/Camden Area, specifically the Donna Lane and Bradford Apartments.
Assessment of existing physical conditions, City services, capital projects, and social conditions (demographics, community organizations) with each pilot area	Early 2007	Demographics have been collected, and an assessment has been completed.
Conduct outreach to existing stakeholder groups to identify leaders and begin to understand community assets and issues	Early 2007	NDC staff has met with property owners, faith based leaders, school officials, Donna Lane tenants, and homeowners. Outreach is on-going.
Develop neighborhood coalition comprised of community stakeholders	Winter 2007	NDC staff are working with neighborhood stakeholders in the Donna Lane and Big Lots area to form a neighborhood coalition
Explore potential for leadership training and neighborhood listening project	Winter 2007	Initial Leadership Training held on 11/14/07.
Initiate and implement community meeting series to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Listen, listen, listen</li> <li><input type="checkbox"/> Provide information / training on existing City projects and services,</li> <li><input type="checkbox"/> Identify neighborhood vision, priorities, and</li> <li><input type="checkbox"/> Develop organization action plan</li> </ul>	Winter 2007/ Spring 2008	Neighborhood listening project meetings are planned for December, and January. A Day of Action is scheduled for 2/9/08 which will provide the basis for identifying neighborhood vision, priorities, and organization action plan for the Donna Lane and Big Lots area.

**BUILDING STRONG NEIGHBORHOODS WORK PLAN & TIMELINE**

Pilot area action plan agendaized for City Council review/consideration	Spring 2008	To Be Determined
Initiate implementation plan with an emphasis on neighborhood-driven quick victories and the alignment of neighborhood priorities with existing City resources or grant opportunities	Spring 2008	To Be Determined
End of year evaluation of BSN Pilot Area Initiative	Summer 2008	To initiate later in 2008
Develop recommendations, based on evaluation, for potential city-wide implementation strategy	Fall 2008	To initiate later in 2008

**BUILDING STRONG NEIGHBORHOODS WORK PLAN & TIMELINE**

**SILVER LEAF BUILDING STRONG NEIGHBORHOODS WORK PLAN**

<b>TASK / EVENT</b>	<b>TIMELINE</b>	<b>STATUS</b>
Establish department liaisons and cross-departmental team to engage in pilot area efforts	February 2007	In-progress.
Assessment of existing physical conditions, City services, capital projects, and social conditions (demographics, community organizations).	Early 2007	Demographics have been collected, and an assessment has been completed.
Conduct outreach to existing stakeholder groups to identify leaders and begin to understand community assets and issues	Early 2007	NDC staff has conducted extensive outreach to stakeholder groups and has identified key leaders. Assets and issues have been identified.
Develop neighborhood coalition comprised of community stakeholders	Spring / Summer 2007	A Silver Leaf coalition has formed and includes stakeholders representing a broad cross section of the community such as: Vision New America, Oak Grove School District, Go Kids, Village of the Four Seasons, Silver Leaf Neighborhood Association, Century 21 Alpha, and others.
Explore potential for leadership training and neighborhood listening project	Fall 2007	An initial leadership training was held on September 22, 2007 and a Neighborhood Listening Project was initiated.

**BUILDING STRONG NEIGHBORHOODS WORK PLAN & TIMELINE**

<p>Initiate and implement community meeting series to:</p> <ul style="list-style-type: none"> <li>❑ Listen, listen, listen</li> <li>❑ Provide information / training on existing City projects and services,</li> <li>❑ Identify neighborhood vision, priorities, and</li> <li>❑ Develop organization action plan</li> </ul>	<p>Fall 2007</p>	<p>Neighborhood listening project meetings were held in September, October, and November. A Day of Listening occurred on 12/1/ 2007 which will provide the basis for identifying neighborhood vision, priorities, and organization action plan.</p>
<p>Pilot area action plan agendized for City Council review/consideration</p>	<p>Spring 2008</p>	<p>To Be Determined</p>
<p>Initiate implementation plan with an emphasis on neighborhood-driven quick victories and the alignment of neighborhood priorities with existing City resources or grant opportunities</p>	<p>Spring 2008</p>	<p>To Be Determined</p>
<p>End of year evaluation of BSN Pilot Area Initiative</p>	<p>Summer 2008</p>	<p>To initiate later in 2008</p>
<p>Develop recommendations, based on evaluation, for potential city-wide implementation strategy</p>	<p>Fall 2008</p>	<p>To initiate later in 2008</p>