

Neighborhood Communication Guide

Created: 23 August 2022
Revised: 21 January 2023

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Overview

This document covers communication strategies and techniques for use by neighborhood councils to effectively engage its members, peer organizations and government entities.

Types of Communication

Several types of communication take place between neighborhoods and our community. We will categorize and define them for future reference as they will influence how you communicate.

External Communication: Emails, phone conversations and letters between the neighborhood council and its members and other entities are external communication. This type of communication usually takes form as meeting notices, announcements and other pertinent information to keep your members and the public informed.

Internal Communication: Takes place among neighborhood council leadership and individuals. This communication may differ from external communication in both style and format and used for specific purposes.

Informal Communication: Informal communication is a style of writing that relaxes a number of social protocols, such as using titles and context. It is typically used during internal communication where individuals may already have a relaxed rapport.

Formal Communication: This style of communication is very structured and adheres to a strict format. Formal communication is most effective when communicating to government entities. When using this style, titles are always used and proper grammar is stressed to ensure clarity and succinctness.

Communication Formats

This section will go into more detail about the formatting of the types of communication we described earlier. Included will be examples of each of these type of documents and each element will be describe for its purpose.

Notices

A notice is a form of external communication. Notices inform groups of people about an event or it disseminates information and can be formal or informal. Notices are often accompanied by a supporting document that provides additional information.

Memorandums

Memorandums, are very similar to a notice but are intended for internal communication. Typically these are used to formalize an announcement of a particular action taken by leadership and disseminating it to the membership. Memorandums can be sent outside the neighborhood council, but if the communication is being directed to an outside organization, a formal letter may be more appropriate. Memorandums may be sent directly

in an email or can be placed on letterhead. The following is a fictitious version of a memorandum as an example:

24 February 2021
MEMORANDUM
TO: Neighborhood Council Members; Community Assembly Representative, Janet Peoples; Traffic Calming Committee Chair, Michael Pacer
FROM: Wendy <u>Waterton</u> , Neighborhood Council Chair
SUBJECT: Request for Traffic Calming Project
<p>Residents on Greenway Avenue residing in the 1200 to 1000 block have requested the neighborhood council consider a <u>traffic calming</u> project to address the speeding along Greenway Avenue.</p> <p>Recently, several accidents including parked vehicles and a near miss of a car to pedestrian collision have heightened concern over speeding along this roadway. These recent events crystallize the need for action by the neighborhood council.</p> <p>I will be requesting at the next executive session that the traffic-calming request be placed on March's neighborhood council meeting for discussion.</p> <p>Please speak with your neighbors to have them consider joining us at our next meeting to discuss this important issue.</p> <p>Sincerely,</p> <p>Wendy <u>Waterton</u> Chair</p>

Press Release

A press release is a very special kind of communication and is always intended for the news media. Membership and other outside organizations may also receive press releases but are typically as a courtesy when sent to the media.

The formatting of press releases resembles something very similar to what you would expect to read in a newspaper or on-line news media and should always be written in the third person unless including a statement. The first line acts much like a headline. It is always in all-caps and be a very succinct description of what the press release is about. The headline will typically describe an action of some sorts.

The first paragraph is a summary, or condensed version of the press release. This is necessary for media outlets to quickly assess what the press release is about and decide if and where to include the press release in their circulation or broadcast. If this is skipped over, there is a high chance that media outlets will not include your story in a timely fashion or even at all. Media outlets receive a vast amount of submissions. They have to decide what stories to include that fits within their news cycle and can only fit so many. Think of this paragraph much like a resume. You need to grab the reader's attention in 15 seconds or less.

The second paragraph is the official opening of your press release and contains the additional details. The start of the paragraph will always begin with the location in all caps and the date, such as “SPOKANE, WASHINGTON, 21 September 2022”. Notice the state is spelled out. This is customary for locations outside of the country but carries over in domestic press releases. After the date is a colon or hyphen to separate from the first full sentence. As always, be succinct and to the point and ensure that you answer the journalistic questions: who, what, where, when, why and how.

The last section of your press release will describe the person or organization that is submitting the press release. The line “About” and the name of the person or your neighborhood council, followed by a colon will proceed a short paragraph. The paragraph should briefly provide some details that are pertinent about the person or organization. If you are describing the neighborhood council, it is helpful to include where and when you meet. The closing of the press release should include a contact for questions about the press release and will resemble a typical signature line of an email. See the following example for guidance.



East Central Neighborhood Council

2202 E Sprague Ave, Suite 1, Spokane, WA 99202

21 September 2022

EAST CENTRAL NEIGHBORHOOD COUNCIL INTENDS TO COLLABORATE WITH EMPIRE HEALTH REGARDING CAMP HOPE

Randy McGlenn, Chairman of the East Central Neighborhood Council, reached out to Empire Health Foundation to create collaboration with the organization to assist strategic planning for helping members of the community presently staying at Camp Hope into transitional housing and needed services.

SPOKANE, WASHINGTON, 21 September 2022 – The East Central Neighborhood Council is responding to the letter sent by the Washington Departments of Transportation, Commerce and Washington State Patrol to the City of Spokane in response to their letter dated 8 September 2022.

In consideration that Camp Hope is located within the East Central Neighborhood, the neighborhood council has a significant interest in actions taken in relation to Camp Hope. The neighborhood council intends to collaborate with Empire Health Foundation, the organization tasked by the state to coordinate assessment and creation of a plan for assisting those located at the camp through transitional housing and wrap around services.

Now is the time to bring forward constructive ideas and foster an environment of cooperation and good will. It is essential that we work together to address critical needs of our homeless through compassion and accountability.

With the anticipation of forming of this collaboration, the neighborhood council calls on our elected officials at the local and state levels to support this process in good faith and be a productive stakeholder in this process.

About the East Central Neighborhood Council:

The East Central Neighborhood Council is a citizen led body of one of the largest, most diverse and poorest neighborhoods in Spokane Washington. The council meets every third Tuesday of the month, except August, at 6 pm in the Liberty Park Library located at 402 S Pittsburg St.

Contact:

Randy McGlenn II
Chairman
chair@ecspokane.org
(509) 495-1161

Letters

Letters are an official communication that are sent to outside organizations, but can also be directed to a member or group of members within the neighborhood council. Letters are always formal and follow a particular writing format.

The first thing you will see is the header. It is formatted with an organizational logo left justified, although a logo is not required, with the organizational name and address left justified next to it. It is also common for the organizational information to be center justified as well.

Next is the addressee section. This section is where you put the formal style of the person you are addressing along with the address of the individual. When addressing elected officials and cabinet level appointees, the style “The Honorable” is used in front of the name. If you are uncertain of the style to use, or the person is not elected or cabinet-level appointed, the style “Mr.” or “Ms.” are used. There are other styles that can be used for different prominent individuals and you may find examples of those by looking up “form of address” in Wikipedia. The next line should contain the official title of the person being addressed. In this example, it is “Secretary, U.S. Department of Transportation”. Another example would be “Director, Office of Neighborhood Services”.

The date of the letter should always be right justified. The date should always use the full name of the month and can be formatted either day month year (1 January 2023), or month day year with a comma separating the day and the year (January 1, 2023).

At this point, we are ready to begin the letter. After skipping two lines below the date, you open with your salutation. “Dear” followed by the person’s title and last name is the most common form of salutation. If you are unsure who the person is, “To whom it may concern,” may also be used. Note that if the person addressed is unknown, the style and name in the addressee section will be omitted as well, instead using a position title and/or department only.

When writing the body of the letter, try to follow this format:

- Start with an opening paragraph that succinctly summarizes why you are writing them.
- Next, provide in one or two paragraphs the background of the issue at present.
- Then write what issues or challenges are associated with the present circumstances, again being as succinct as possible and paying particular attention to staying objective, rational and factual.
- Now, write what your organization is asking the addressee to do in response to the issue and what outcomes are desired.
 - Be sure to include points that justify and support your request, again staying objective, rational and factual.
- Last, you can provide a short summary, if desired, to reinforce your message, or close the letter at this point.

Closing phrases are commonly “Sincerely,” or “Respectfully,”. You can also add the word “yours” as in “Respectfully yours,” but is not required. Avoid using informal closings such as “Best,” or “Thank you,” and familiar closings such as “Warmly,” or “Cordially,”.

Your signature block should always be formatted as first and last name, title, then organization and should be spaced below your closing far enough for you to add a signature above, typically four blank lines.



East Central Neighborhood Council

2202 E Sprague Ave, Suite 1, Spokane, WA 99202

The Honorable Pete Buttigieg
Secretary, U.S. Department of Transportation
1200 New Jersey Ave SE
Washington, D.C. 20590

21 December 2021

Dear Secretary Buttigieg,

On behalf of the residents of the East Central Neighborhood within the City of Spokane, I am writing you for support on a critical infrastructure project that is impacting our neighborhood and several communities surrounding our neighborhood. The North Spokane Corridor (NSC) project for the future US Highway 395 will be intersecting a section of Interstate 90 within our neighborhood. East Central is one of the poorest neighborhoods in Washington State and is home to the largest diverse population in Spokane. During the 1950's when the interstate was being constructed, it bisected the neighborhood, cutting off many of the residential zones from the neighborhood's services and businesses.

Today, federal, state and local governments are investigating the social impacts that the designs of these freeways have caused, particularly when it comes to equity with low income, underrepresented minorities in our communities. Now, we are building a much-needed corridor to the north that will have a huge impact on reducing carbon emissions from gridlock within our city's arterials, improving accessibility to neighboring communities, and improving job accessibility for those who will have access to the corridor, among many other benefits. Unfortunately, neither our neighborhood nor any of the neighborhoods in the southeast quadrant of Spokane will have reasonable access to this new corridor.

The Washington State Department of Transportation (WSDOT) states they are running out of available funds to provide the needed accessibility to our neighborhood. We will be left with just one two-way access, one on-ramp and off-ramp to the North Spokane Corridor and one two-way access at our Altamont exit while losing the remaining existing ramps. This is not in line with the rest of the project work that was completed, where all intersections are fully equipped with roundabouts providing full four-way access to the corridor. Our access to I-90 will also be impacted. Many residents will have to access the freeway from ramps that are more than a mile from the main arterials feeding our neighborhood and the rest of southeast Spokane. This will cause terrible delays, congestion and pollution along with higher risks of accidents when drivers become frustrated and angry. These drivers often take shortcuts through our residential streets increasing risk of an accident.

As a summary, I have listed some important talking points about the existing project and how it affects our neighborhood as provided by our East Spokane Business Association:

Traffic circles are vital at the intersections of Altamont Street and Second Avenue and Altamont Street and Third Avenue consistent with all other neighborhood connections along the NSC. Given that all other neighborhoods received traffic circles, equity and inclusion are both furthered by not denying Spokane's most diverse neighborhood traffic circles. Emergency services, environmental goals and carbon emission reduction are furthered by congestion reduction and idling reduction in conjunction with traffic circles.

On-ramps from the East Central Neighborhood: The East Central neighborhood and much of Spokane's South Hill would be best served by two on-ramps serving the neighborhood; one from westbound Second Avenue and a second ramp from Sprague Avenue at approximately Ray Street. Including northbound on-ramps will improve freight and worker mobility, improve emergency services, and reduce environmental impacts including reduced congestion, travel time, carbon emissions and further equity and inclusion in Spokane's most diverse neighborhood.

Exit into The East Central Neighborhood: WSDOT's addition of an exit from the NSC into the East Central neighborhood is appreciated and elected officials must ensure this exit does not disappear due to WSDOT budget constraints. A southbound exit improves emergency service access and is vital to the entire South Hill as well as the East Central neighborhood.

Four Way Altamont Interchange: Recently, WSDOT has reduced this interchange to less than four-way due to budget constraints. It is critical for the citizens of Spokane and the greater region that this be a full four-way interchange. The Spokane City Council unanimously voted in 2014 to request that WSDOT preserve Altamont Street at I-90 as a four-way interchange. The four-way access improves emergency services and furthers equity and inclusion in Spokane's most diverse neighborhood.

Four Way Thor-Freya Interchange: Recently, WSDOT has discussed reducing this interchange to less than four-way. It is critical for the citizens of Spokane and the greater region that this be a full four-way interchange. The four-way access improves emergency services and furthers equity and inclusion in Spokane's most diverse neighborhood.

Mister Secretary, I ask that your department works with our state Department of Transportation along with state and local leaders to provide a solution to the apparent funding shortcomings that are impacting our neighborhood's access to this vital infrastructure. I ask that you help keep the promise of our government to make sure that our infrastructure is equitable for all by restoring access to I-90 and the North Spokane Corridor for our neighborhood.

Respectfully yours,



Randy McGlegh II
Chairman
East Central Neighborhood Council

Resolutions

Resolutions are specially formatted documents, are very formal and used solely for communicating a particular action or decision made by the neighborhood council externally to the public and government entities.

The following page shows an example of a Resolution. Note that the document does not use traditional grammar in its construct. Your word processor may want to try to correct some of the formatting but the document is written intentionally this way for legal interpretation and ensures that the intent is properly understood.

The resolution always starts with the title as the preamble in the form “A Resolution by the” and the name of the neighborhood council. The preamble is centered at the top and in “title” format, which means each significant word, is capitalized. Next is the subtitle which states when the resolution was presented before the council. The date should always be written out as shown in the example. Alternatively the numbers may be replaced with written form of the number, such as “eighteenth” versus “18th”. The next line states the subject of the resolution and starts with the word “Regarding”. Do not use a colon to separate the word regarding and the subject and write the phrase out as a complete sentence.

The next section contains what are called “clauses” and you may be familiar with these if you have attended any city council meetings. The first set of clauses is statements that set the background and conditions, out of which an action was decided to be taken, essentially, the justification for the action. Each of these clauses will start with the word “Whereas”. It is common to see, but not required to capitalize the entire word. No punctuation follows the word whereas and should be part of a complete sentence. The clause ends with a semi-colon and not a period or comma. It is good form to have at least three whereas clauses and each clause should be succinct containing only one sentence. The second to the last whereas clause will have an additional word “and” after the semi-colon with no other punctuation. The last whereas clause will have the phrase “now, therefore, be it” after the semi-colon, again with no other punctuation. We are now where we transition to the next set of clauses that describe the voted action by the voting body.

The next section is formatted differently than the prior set of clauses. The first line is written as “Resolved, that the” and the name of the neighborhood council followed by a colon. The word resolved is capitalized, or alternatively, can be all caps and will always be followed by a comma. Following the first line is a numbered list if multiple items are specified or a single clause containing the voted action. These clauses are not capitalized, are a continuation of the phrase in the opening “Resolved,” line and are always written in the active tense (see example below). Each clause, except for the last one, will end with a semi-colon. The last clause, or if only one clause is stated, will end with a period.

Last is the signatory clause which states the authority of the signatory and the name and title of the signatory. It is customary to include a certification (signature) by the secretary of the neighborhood council along with the date it was certified. The secretary does not need to be a notary public.

A Resolution by the East Central Neighborhood Council

Presented before the Neighborhood Council on the 18th day of October in the year 2022

Regarding the proposal to build a dog park area at Underhill Park located within the East Central Neighborhood.

Whereas the Spokane Parks and Recreation Department has solicited input on proposed locations to build a dog park within the existing Spokane City park properties and the governing board voted on the Dog Park Guidelines Document on October 13;

Whereas the Spokane Parks and Recreation Department held a site visit with the neighborhood and public invited to discuss the potential for a dog park at Underhill Park and received strong feedback against the proposal;

Whereas The Spokane Parks and Recreation Department has scheduled an Open House for East Central Neighborhood on 19 October 2022 at 6 pm in the Liberty Park Library to seek further input from the public with Underhill Park as one of three possible sites; and

Whereas the East Central Neighborhood Council is committed to preserving the natural areas of Underhill Park in its present state; now, therefore, be it

Resolved, that the East Central Neighborhood Council:

1. formally opposes the locating of a Dog Park within Underhill Park and surrounding natural areas;
2. petitions the Parks and Recreation board members to withdraw any proposals to locate a dog park at Underhill Park and its surrounding natural areas;
3. petitions the Mayor and City Council to oppose the locating of a dog park within Underhill Park and surrounding natural areas.

By the authority of the voting members of the East Central Neighborhood Council;

Signed, Randy McGlenn II, Chair

Certified by the Secretary, Kim Crumpacker

on _____

Newsletters

Newsletters are another special kind of document that assists in the neighborhood council informing the public about events and other information. Newsletters are periodical, which means they are released regularly at a desired interval, often weekly or monthly. These can be single page or multiple pages and are usually informal in nature. Newsletters can be a lot of work and often a person, or team of people, dedicate their role to producing a newsletter.

Fliers

Fliers are specific documents that describe an event, whether a meeting, a performance, or some other type of gathering. These documents will always include the topic, location, date and time. There may be other criteria as well, such as an expected donation or attire. Fliers are most effective when they are designed with graphic elements to grab people's attention.

Who to Engage

Good messaging is important. Knowing whom to target your communication is equally, if not more, important. In this section we will discuss who to engage depending on what the topic is.

Municipal (City)

Most neighborhood interaction with the government will reside with the city municipal government. So we will discuss the existing roles which the city has available to us to engage with. An organization chart to help you identify how the city organization is structured will be included in a later revision.

Neighborhood Liaison

This person is the city representative that directly interacts with you and attends neighborhood council meetings. This is your first line of communication with the city and should always be included on any communication with any city official. Because it is common that liaisons cover multiple neighborhoods, it is possible that they will miss meetings from time to time. E-mailing them your minutes is important to keep them up to date when they miss any meetings and can proactively respond to any questions or issues which the neighborhood is concerned. When engaging another city official, copying your liaison in communications will give your liaison a "heads up" that you have reached out to that official. This way when the city official chooses to communicate with them for additional information or to respond, your liaison is prepared if they were previously unaware of the situation.

Director of Neighborhood Services

Your liaison reports to the Director of the Office of Neighborhood Services (ONS). If the neighborhood feels the need to escalate an issue beyond your liaison, this would be the next person to contact. It is important to copy your liaison when communicating with the director, unless the issue is sensitive that including your liaison would be inappropriate, such as an issue with the liaison themselves. Contacting the director is best for topics such as neighborhood related services such as 311 or other citywide neighborhood topics that may be beyond the scope of your liaison and preferably only if the issue is time sensitive.

Director, Neighborhoods, Housing, and Human Services (NHHS)

The director of NHHS oversees a broader scope of services that interface with the public. This person is yet another escalation point. You may be seeing a patten by this time. When issues are urgent in response or severity that “going up the chain of command”, as the military calls it, is how you tackle these issues. Again, it is important to include the Director of ONS, and your liaison if reaching out to the Director of NHHS. This professional courtesy helps to maintain a good working relationship with those who are involved in that chain of command.

Departments

There are times when involving a city department may be helpful to getting answers to questions or directly engaging on a specific issue, such as a park issue or a problem with a street signal. It can be helpful to engage with these departments directly for a timely response and to reduce the load on your liaison but still keeping them informed. You can find contact information for the departments on the city website, located here: <https://my.spokanecity.org/directory/officials/by-division/>. This site will have up to date information in case director positions change.

Community Assembly

The Community Assembly (CA) is your next level of advocacy for important issues that may affect multiple or all neighborhoods in the city. It is important to make sure your neighborhood appoints a dependable and engaged representative to the position of CA Representative. Additionally you should appoint an alternate as well. Each neighborhood is allotted a primary and alternate representative and both should be in attendance at any CA meeting. This ensures your neighborhood is adequately represented and can stay informed on issues that affect the neighborhoods as well as raising issues. The CA works with City Council and advises the City Council on policy issues. If there is an issue that will appear to require a policy change the CA will be the first step in addressing that. The CA has several committees and boards that work on specific areas of policy and activity for the city and the neighborhood issue can be steered to those committees to address. Your CA Representatives, when meeting the attendance requirements, can be appointed to one of those various boards and committees. Since a City Council member typically attends the CA meetings, this is also an additional way of informing your issue or question with City Council.

City Council

Your neighborhood will have two city council members to represent your neighborhood and may attend your neighborhood council meetings from time to time. City Council members will often take down issues discussed at your meetings and may follow up through your liaison, their Legislative Aide, or directly. Addressing an issue with your City Council members is one way to get attention to an issue but often is deferred down to one of the city departments. It is advisable to attempt to work out those issues with the department first before engaging with a City Council member or City Administrator. The most typical topics that are for City Council members are any issue that may require a policy change such as altering a municipal code or zoning.

City Administrator

The City Administrator is the primary executive that handles the day to day operations of the city. This person is a representative of the Mayor to the various departments and the public on various administrative issues. The City Administrator is best approached on issues that

pertain to operational or personnel issues that had previously been unsuccessfully addressed by department directors.

Mayor

The Mayor would be your last resort effort to engage any city operational or staff issues. Engaging with the Mayor should be reserved for only the most urgent issues. This way when you are engaging the Mayor, the rarity of your communication at this level warrants the attention that the matter is of utmost importance. Typically communication to the Mayor will be a request for action. Questions, unless they pertain directly to the Mayor themselves should be directed to lower positions. Quite often the Mayor will defer your request to the appropriate department or the City Administrator, but will then result in some level of response. Be sure to copy all levels of the city involved in the topic of your request, including your liaison.

Municipal (County)

Your County government predominantly covers areas outside of the city limits and it would be very rare that you would need to engage them, however, there are at times exceptions.

State

The state government is responsible for higher-level policies and functions that are outside of the scope of the city. Municipal governments interact with the state but often do not have overlapping functions. Such as issues around state right of ways, like the interstate or other state highways, or statewide policies, such as those that affect law enforcement.

How to Engage

This section will discuss a communication strategy that will provide best practices on how to engage with the various levels of government and the public. We will go through the various steps in communication and when to implement those steps.

Neighborhood Membership

Your neighborhood membership is the most important group to keep informed and will be the group you interact with the most frequent. While it is important to keep your membership informed at all times, there can be a limit to how much you should contact your membership base. It is very much a balancing act! Too much communication could cause your members to ignore your messages while not enough can leave your membership out of touch on what is going on. Be sure to have multiple ways to engage your membership. Email is the first and most important method, but don't forget to use social media. Posting on Facebook and Nextdoor are important tools to communicate with your neighbors. These platforms allow you to attach documents as well so you can upload relevant documents to your meetings and events. It is also helpful to copy the text of your agenda and post it directly in the news feed for ease of access to those who may be less savvy at using social media.

Meeting Notices

Your meeting notices should be timely and consistent. Depending on your neighborhood bylaws, you may have varying intervals in which you are required to send out these notices. When sending out your initial meeting notice, be sure to include the agenda, previous minutes (if any), and any other pertinent documents to the agenda attached. Try to send out your initial notice one week before the meeting; this way your membership has plenty of

time to review what is on the agenda and plan accordingly. Next is to send a reminder. Your reminder should be at least 24 hours before the meeting but no more than 48 hours. Putting the notice out more than 48 hours will often result in people forgetting about the meeting, or if less than 24 hours, your membership may complain that they didn't get enough advanced warning, if they missed your initial notice. Including the attached documents in your reminder is recommended. This helps to ensure anyone who missed the first notice to have the documents for the meeting.

City Notices

You will from time to time receive notices from the city and city contractors about topics that are pertinent to your neighborhood, such as a zone change, a demolition or building permit, or road construction. These notices should be forwarded within 24 hours. Try to pick a time, such as after 5 pm or first thing in the morning, so that you can collect and forward all notices of the day in one email so that you can minimize the number of emails to your membership.

Special Events

Special events, such as a neighborhood block party or other neighborhood event should be sent out in a series of notices. Typically event notices should be sent out one month in advance, and thereafter once a week, with the last notice being 24 hours before and optionally the day of the event. Be sure to include graphics and formatting to build excitement for the event and help bring attention to it.

Calls to Action

At times, you may need your neighborhood members to engage directly with the government or to show up to a government meeting or town hall. These are often time sensitive and critical to communicate as early as possible to ensure the greatest number in attendance. If you have advance enough notice, try to send out communication a month ahead, and remind every week thereafter with a reminder 24 hours ahead and the day of. If you have control of when to schedule the call to action, try to schedule it during hours that allow for the most people to attend, such as in the evening hours, or on a weekend. Try to avoid Sundays or Friday evenings. Midday events will exclude neighbors who work during the day, which will commonly comprise of most of your neighbors. Calls to action should afford the most attention. This would be a time to send your email notices with the high importance flag “!”.

Government Officials and Agencies

Your elected officials will often like to be kept aware of what is happening in your neighborhood. Either because they may live in your neighborhood or to be informed in case there are things they are working on that might pertain to your neighborhood. It is good to keep a email group list of your elected officials so that you can copy them easily. Copying your elected officials of your meeting notices and special events are often the best level of regular communication to keep with your elected representatives. Elected officials to include in this communication would be your City Council Members and State Representatives and their associated Legislative Aides. Notice that the Mayor and other Executive officials are excluded here. This is because their role is not representing you but rather running the government and communication with them should be kept to issues as described earlier in this document.

The Media

The media is another important group to keep informed. These organizations, such as the local paper, television, and radio stations are another way to reach out to your neighborhood membership. The media want to know what is going on in your neighborhood. Including them in your regular meeting notices as well as event notices is a great way to extend your outreach, and it is free! Don't be discouraged if they don't respond or share your information, maintaining regular contact with them will show that your organization is consistent and will be a regular source for information. When a topic comes up that peaks the interest of a news organization, they may reach out to you to ask some questions or even attend your meeting. Contacting the Media frequently can have the same effect as your membership, so be sure to keep your contact limited to pertinent communication.

When stressing the importance of a critical issue that needs immediate and urgent response can also be heightened by copying the media in your communication to the government. Just like reaching out to the Mayor, this should be used very sparingly and only when it is of critical urgency and there is a request for action by your government.