

**Nevada Lidgerwood Neighborhood Planning:  
Communication Report**

**This report was prepared at the request of the Nevada Lidgerwood Planning Stakeholders to address the need for improved communication in the Nevada Lidgerwood Neighborhood**

**By**

**The Eastern Washington University Planning Team**

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## **Section I**

### **Introduction**

In the fall of 2009 residents and businesses in the Nevada Lidgerwood Neighborhood began a two-year neighborhood planning process. These stakeholders underwent a number of exercises to determine the most significant issues affecting the neighborhood. The input and discussion from neighborhood stakeholders ultimately created a list of 13 potential issues for the neighborhood to address throughout the planning process and further into the future. By the end of the first phase of neighborhood planning, stakeholders agreed to prioritize and focus on the following four issues during Phase II of the planning process: non-motorized traffic safety, traffic calming, neighborhood communication, and neighborhood identity. While readers can contact the City of Spokane to receive reports pertaining to non-motorized traffic, traffic calming, and neighborhood identity, this report will examine neighborhood communication and outline steps for the creation of a communication strategy.

## **Section II**

### **Neighborhood Communication**

#### **Background**

Neighborhoods that provide a sense of place tend to facilitate dynamic communities and promote social ties among residents. A sense of place and communication are intricately linked; if neighborhood residents lack the ability to effectively communicate with one another, they are much less likely to feel integrated in a neighborhood. "Communication is one of the most important factors to the success of your community...The more they know, the more they'll understand. The more they understand, the more they'll care. Once they care, there's no stopping them" (McConnell, 2010). On its most basic level, communication within a neighborhood setting can be used to engage and inform residents. Once residents are engaged,

an effective communication plan informs stakeholders of new goals, program progress and the direction of neighborhood initiatives (McConnell, 2010).

From a community development perspective, 5,000 residents constitute the maximum number of people living in a particular area to support thriving communities or neighborhoods. However, when populations exceed 5,000, then the level of face-to-face interaction begins to decline and individuals are less likely to closely connect with their neighborhoods. When interaction declines, communities lose social capital and individuals isolate themselves from their neighbors and the neighborhood (Portney, Berry). This risk indicates the need for increased communication efforts and an effective, detailed communications strategy for any organization, especially neighborhoods.

In order for a neighborhood council to connect with residents, meaningful communication must take place. Meaningful communication is about conveying information to particular audiences, listening to feedback and responding appropriately. When residents feel their concerns are heard in an effective communication setting, their connection to a place grows, along with concern for its wellbeing. Research regarding the concept of effective neighborhood communication claims that in order to maintain meaningful communication, an entity must build consensus through raising public understanding by encouraging well-informed dialogue among stakeholders (The World Bank, 2004).

Many residents within neighborhoods first become engaged over issues such as safety. Most long for secure, stable neighborhoods and recognize that the distance between stable areas, considered “safe” by residents, can vary in the space of a few blocks. The prevalence of neighborhood communication is a strong contributor to feelings of neighborhood security (Next Detroit Neighborhood Initiative). Because of this, a communications strategy should be an integral part of something like a crime prevention action plan, in order to mobilize community members and build partnerships (British Columbia Criminal Justice Reform).

As the Nevada Lidgerwood neighborhood began the planning process, it outlined four issues on which it hoped to focus attention; non-motorized traffic safety, identity, traffic calming and communication. In hopes of preventing apathy or misunderstandings and encouraging participation and social investment in neighborhood needs and initiatives, the Nevada Lidgerwood stakeholders sought to address the issue of neighborhood communication, on which this report focuses. This report will:

- address the existing conditions of the Nevada-Lidgerwood Neighborhood’s communication efforts through a SWOT analysis;
- name the targeted audience members for the neighborhood’s communication strategies;
- identify the goals of developing a communication plan;
- present strategies and actions for the future; and
- identify communication tools available to the neighborhood for implementation.

## **Section III**

### **Communication Survey**

At the beginning of this process, the neighborhood council was surveyed regarding its desired communication improvements with residents, businesses and organizations within the neighborhood. The council articulated numerous requests to increase or enhance its communication efforts. These requests included:

- a new computer to develop communication efforts
- a process to gather as many neighborhood email addresses as possible,
- a schedule for communication with diverse media outlets, such as
  - Northside voice
  - Inlander
  - local TV stations
  - radio
- updating the existing neighborhood website, including neighborhood calendar, meeting minutes
- providing a space for residents to offer input on neighborhood issues

These identified requests are outlined to showcase the articulated needs of the neighborhood before this process began. The following SWOT analysis identifies the existing strength, weaknesses, opportunities and threats within the neighborhood, in order to best determine how to manage the communication requests made by the council.

### **SWOT Analysis of Existing Nevada-Lidgerwood Neighborhood**

#### **Strengths and Opportunities**

The Nevada-Lidgerwood neighborhood’s communication strengths represent a fairly strong response when outreach did occur. At the time planning assistance began, the neighborhood council

#### **Existing Communication Efforts:**

- Monthly council meeting with 20-25 attendees
- Monthly meeting agenda mailed to 500 residents
- Annual newsletter sent to 11,000 households
- Neighborhood website
- Relationship with elementary schools and PTA

held monthly meetings with 20-25 attendees and agendas were mailed to over 500 residents, prior to meetings. An annual newsletter was prepared and mailed to 11,000 households within the neighborhood boundaries. Additionally, while sparse, the neighborhood had a website that outlined some very basic functions of the council and maintained old meeting minutes. Finally, the council was working to strengthen the relationship with the elementary schools and PTA's that served the neighborhood.

During the summer of 2011, the neighborhood held two free summer movie nights at two different locations within the neighborhood boundaries. The events had strong responses, drawing nearly 100 residents for each movie, including children. During those events, stakeholders from the neighborhood council polled residents on their interest in volunteering for other opportunities related to neighborhood events. Of the residents polled, 66% responded positively to this request. This affirmative response to limited communication efforts illustrates the existing desire of residents to become involved in their neighborhood.

Additionally, the recent re-design of the Nevada-Lidgerwood Neighborhood Services website is more up-to-date and appealing to residents in search of information about the neighborhood. The neighborhood's opportunities relative to communication exist in many business owners who have already expressed interest in promoting their businesses in conjunction with neighborhood events. There are also multiple institutions such as schools, social services, and religious institutions with links to residents in the neighborhood. These groups present opportunities for partnering in communication outreach. Similarly, expanding on recent communication tactics for even further outreach and recruitment exist as an opportunity. Also, because the neighborhood has limited resources and volunteers, capitalizing on existing communication vehicles utilized by other neighborhood entities, such as neighborhood services, schools and the COPS Shop, proves to be a strong opportunity for the future.

### **Weaknesses and Threats**

Nevada-Lidgerwood's weaknesses and threats lie mainly in its size. The 5-mile long boundaries and population of over 25,000 residents make communication of any kind very difficult. Additionally, the lack of a stand alone community center, limited landmarks, and elementary schools attended by children that lie outside the Nevada-Lidgerwood boundaries, make channels of information and outreach efforts difficult. Many neighborhoods rely on common areas to relay neighborhood information and these spaces are gravely absent in

Nevada-Lidgerwood, which lacks a community center and library, often commonly utilized community spaces. Additionally, the sheer size of the neighborhood contributes greatly to its lack of identity, which is strongly tied to communication efforts as well. Finally, the existence of major city arterials dissecting the neighborhood greatly hinders communication, as well.

Despite the recent response to outreach through the summer movie events, before the summer of 2011, the varied communication types were limited. This led to poor stakeholder recruitment and limited success of community activities. While the number of possible volunteers is very large, the number of *actual* volunteers involved with the neighborhood council and its outreach activities is quite small, which makes accomplishing initiatives difficult. Additionally, the possible tensions that exist between the council and the COPS are counterintuitive to the goals each entity has. Both are working to provide neighborhood services and should collaborate more in their efforts, but instead seem to get bogged down by small differences. The lack of focus and consistency within the council itself also contributes to this. Finally, meeting discussions tend to lack a clear concise and compelling message for attendees, especially new recruits.

## **Section IV**

### **Guiding Principles**

Consensus building is most effective when public awareness is raised and well-informed dialogue among stakeholders occurs. There are several general guiding principles to ensuring the positive flow of communication; the City of Ashland stresses four in their own communication plan:

Open Two-Way Communication – Ensure that information is shared throughout the community and the organization emphasizes two-way informational flow.

Community Problem Solving – Provide residents with complete, accurate and timely information enabling them to make informed judgments.

Inclusive – Including everyone in the process builds teamwork and a feeling of belonging, breaking down feelings of us vs. them. The goal is to include everyone who cares to participate and to motivate those who are not currently engaged.

Strong and Consistent Messages – A successful communication plan is built on strong themes and is more effective than one with unrelated and scattered messages. The communication plan should support, reinforce and reflect the goals of the neighborhood as established by the stakeholders.

The overall goal of a communication plan should be to develop a planned, systematic, two-way process of communication between a neighborhood, residents, partners and other external groups. Recognizing that people receive information in a variety of forms, Kris Putnam-Walkerly (2011), a community investment consultant, believes the plan should focus the communication on the residents' needs and attitudes, rather than on communication modes believed to be valid by a particular set of stakeholders. The following is a set of specific guidelines for an effective communication plan.

1. Have measurable goals and strategies – a communication plan should include clear and measurable goals and strategies. These goals should be as specific as possible, avoiding generic statements such as “raise awareness”. The goals should also be realistic and able to be accomplished with the human and financial resources available. Don't measure goals by number of participants, because your communication efforts may be strong, yet people are still unable to participate. An example of a measurable goal for Nevada-Lidgerwood is: create and maintain a Facebook page for the neighborhood.
2. Target audiences – be in agreement about who the key internal and external audiences are, what your message is to those audiences, and your desired result of having heard your message. Recognize that the news media is both an audience and a vehicle. In the case of Nevada-Lidgerwood, consider including absentee landlords and business owners as a target audience.
3. Key messages and persuasive strategies – while there might be one overarching message, different audiences will need to hear different key messages. Identify the readiness of each audience to hear and act upon these messages, their core concerns so you can ensure it is meaningful to them and the appropriate messenger to share your point. In the case of Nevada-Lidgerwood, depending on the portion of the neighborhood you are working with, your message about traffic safety might resonate with some residents more than others.
4. Opportunities and barriers for reaching key audiences – identify both opportunities to reach key audiences and potential barriers and how those might be overcome.



5. Communications activities – for each goal and strategy, there will be a series of communication tactics. Each should lay out specific timelines, deadlines, activities and parties responsible to complete the task. In the case of creating a Facebook page for the neighborhood, identify a desired creation date, who will manage the page, and how much time will be dedicated to it weekly.
6. Communication vehicles – determine the communication vehicles you will use to carry your message to your audience. This includes face-to-face meetings, telephone calls, newsletters, blogs, social networking, community meetings, etc. Due to the broad demographics of Nevada-Lidgerwood, there is a need for a wide variety of communication tools.
7. Monitoring and evaluation – be sure to track and measure your successes or failures. This way you can make adjustments if any strategies or tactics are not working. Use caution in your metrics of success; lack of attendees does not mean that your efforts were lacking. Neighborhood meetings and events compete with many causes, so even the best communication efforts can fail for reasons unassociated with your communication plan.
8. Timing considerations – your plan should include immediate-, short-, and long-term goals and strategies. This will help you prioritize and roll out different components, strategies and tactics. In the case of the neighborhood Facebook page, an immediate-term goal is to create the page, a short-term goal is to attract a group of followers and a long-term goal is to keep those followers engaged and informed.
9. Staffing – identify persons responsible for different elements of the plan.
10. Budget – each action item should have a budget attached to it. This way, choices can be made regarding where to focus limited funding and volunteers.

## **Section V**

### **Target Audiences**

Identifying and prioritizing target audiences are key components of a communication plan. Without such identification, a communication plan can lose focus and become reactive, as

opposed to proactive. The following are the identified target audience members for the Nevada-Lidgerwood neighborhood communication plan:

Residents – Residents within the neighborhood are among the highest priority targeted audience. Strengthening the relationship between the neighborhood council and the 25,000+ residents is the starting point of a sound communications plan.

Businesses and their Owners – While some of these people might overlap with the first group of target audience members, others do not. Either way, business owners have a vested interest into the health and vitality of the neighborhood in which they reside. An effective communication network between businesses and the neighborhood council can only strengthen ties throughout the entire community.

City of Spokane – Utilizing the City of Spokane’s influence and resources as a communication tool can help the neighborhood reach a broader audience. Likewise, communicating goals and strategies with the City can be another entity from which to draw ideas and tactics for further communication initiatives. The City of Spokane is large and complex and has multiple decision makers and departments that can contribute to neighborhood needs. Some of the specific City audiences are included below.

City Council: The city council makes legislative decisions for the entire community of Spokane. Development of a strong relationship and continued communication with the neighborhood’s direct Council Members can better accomplish neighborhood initiatives.

Neighborhood Services: The Office of Neighborhood Services exists to coordinate city services for the neighborhood, monthly meetings of the Community Assembly, and to engage residents in a dialogue with the City. Having a clear communication plan can help strengthen this relationship and accomplish programs identified by the neighborhood.

Planning Services Department: After goals and initiatives are identified for the neighborhood, the council should maintain direct communication with the Planning Services Department to help achieve these goals. The Department’s approach of collaborating with neighborhood stakeholders to find workable solutions can only be achieved through good communication strategies.

Community Development: Since the Nevada-Lidgerwood neighborhood is a recipient of a Community Development Block Grant, which was awarded through the City’s Community Development department, staying in close communication with the department is essential.

Utilizing the connection between Community Development and the neighborhood can be one more resource for accomplishing initiatives and possibly be a source of funds for implementation.

Public Works, Streets, and Engineering Services Departments: Neighborhood concerns related to traffic calming, street improvements, non motorized transportation improvements, and snow and foliage removal are addressed by engineering staff within Engineering services and Streets. Close coordination and communication is essential to communicating evolving needs as well as being informed of those departments planned improvements in the neighborhood.

Schools – Schools that serve the neighborhood are important relationships to cultivate. Parents of those students are often the audience the council is trying to reach. Relationships with the schools can be extremely effective modes of communication. Their communication strategies are usually distinct and effective, as their need to communicate with parents is prominent. Partnering with their existing modes of communication to reach a broad audience is highly encouraged.

Social Organizations – While many of these individuals might overlap with residents of business owners, their involvement in neighborhood social organizations makes them a key member of the neighborhood.

Religious Groups –In the case of Nevada Lidgerwood, churches are quite numerous and some are connected to important ethnic groups that rely strongly on community information from church leadership. While some churches may not be inclined to have a partnership with the neighborhood, others may recognize common goals and be willing to participate in joint community building efforts.

News Media - The media are important because their coverage of the neighborhood initiatives can have significant influence on the public. Media includes a variety of print, broadcast and social media.

## Section VI

### Strategies and Actions

The following strategies and actions are designed to capitalize on the strengths and opportunities identified above and address identified weaknesses and threats. As has been identified, connecting in a personal way to the residents' quality of life draws them in to initiatives and ties them to the space in a much more lasting way. When residents feel their concerns are heard and being addressed, their desire to continue their involvement is much higher. In its communication plan, the City of Corvallis (2007) noted the importance of developing an audience-focused communication strategy, in order to maintain involvement. Refrain from using political jargon and seek to use messages to which residents can relate, while providing a variety of avenues for response, recognizing that not all residents correspond in the same manner.

Additionally, know the content being communicated, the audience being addressed and the best method in which to draw them in, in order to communicate most successfully. For instance, using Francis as a dividing line for the neighborhood, the north and south ends have very different demographics. Communication strategies might need to be tailored to the differing groups, in order to reach residents most effectively. Keep track of the outlined strategy and continually review that strategy through all communication tactics, in order to maintain a focused approach to any audience or through any mode of communication.

Because the neighborhood has such limited resources and volunteers, the initial communication action should be to develop and maintain the neighborhood website. This can be a central location to provide up-to-date neighborhood information, interactively recruit volunteers and can provide a neighborhood calendar, history and photographs of current and historic sections of the neighborhood. Once this action has been completed and sufficiently maintained overtime, there are several other actions items available to the neighborhood for future communication tactics.

While the neighborhood has resource limitations, it does receive Community Development Block Grant funding. If the Council agreed, some portion of those resources could be devoted to funding communication efforts. Additionally, the neighborhood could engage in fundraising activities to support communication needs. Those activities could include bake

sales, neighborhood garage sales or fundraising campaigns targeting selected businesses that support community outreach, with indirect recognition.

While the neighborhood council has worked diligently over the years to empower residents to better their community, rebranding the neighborhood association might also be a way to engage more residents. The City of Salem went through a similar process and suggested rebranding to its neighborhood associations. Finding that residents did not see the value in engaging in old traditional ways or didn't know how to engage, the city was prompted to suggest a restructuring that emphasized a more modern approach. Instead of being thought of in terms of mandatory meetings, the rebranded associations would be dynamic communities, focused on providing relevant, fun and engaging ways to connect residents with one another.

Research shows that young adults currently have the lowest participation in associations or any kind, including neighborhood associations. However, data also show that 72% of young adults (age 18-29) and 40% of adults over the age of 30 employ social networking sites to retrieve and share information (City of Salem). Once a desired message is identified, attract and engage new members by exploring new media options. Weekly blog posts or a neighborhood Facebook page will encourage feedback and help shape future messages or initiatives for the neighborhood council. The use of these interactive communication tools and techniques will involve target audiences in the communication process and increase their commitment to the idea of community problem solving.

The neighborhood can conduct attitudinal surveys in order to determine residents' preferred mode of communication. The method of implementation should include a diverse set of tools rather than just one form (random telephone surveys or use of City's "survey monkey" accessible by email). The implementation must reach a broad spectrum of residents so that the results accurately reflect the demographics of the neighborhood. Similarly, conduct a communications audit of existing tools the council utilizes. Determine the effectiveness of each mode of communication and if deemed ineffective, consider retiring the mode.

Develop a newsletter for the neighborhood to share both electronically and through hard copy. The neighborhood has such a rich history and many residents that have lived within the neighborhood for many years. Encourage or employ high school journalism students to conduct personal interviews with older residents to share in the newsletter. This can build bridges between older and younger generations and provide historical neighborhood information to share with other residents. Share neighborhood events such as movie nights and

clean-up events through the newsletter as well. Newsletters can/should be posted on neighborhood's web site as well.

## **Section VII**

### **Communication Tools**

One of the main goals of developing a communication plan is to improve neighborhood communication for residents, businesses and organizations within the neighborhood boundaries. Recognizing that all of these entities communicate in various ways, it will be vital to develop just as many communication tactics. The City of Portland found that an entity aiming to communicate with residents should not choose any one method, but as few or many as it is able to handle and practice them in various combinations, as time allows (Fritz). Utilizing mail, email, telephone, street signs, block meetings, social media, comment cards at meetings and other existing events as communication outlets are all strong examples of communication methods.

The neighborhood website is a place where residents can come to find information about current and upcoming events, issues and initiatives relevant to them and their families. Stakeholders and any resident should be able to come to one central place to retrieve all this pertinent information about their neighborhood and any initiatives or activities that affect them.

Because some residents do not have access to the internet, or choose not to use it, the development of a phone tree would be another effective form of communication. Once volunteers have been identified, utilizing a phone tree for quick communication efforts would be useful in dispersing information about events or projects. Another non-electric form of communication is the use of street signs or school reader boards to communicate meetings or events to residents.

The development of a neighborhood newsletter is another communication tool that many organizations utilize. Mailing these to residents' homes and to businesses within the neighborhood can act as a concise, effective form of communication. Any newsletters can also be uploaded to the existing neighborhood website. Additionally, identifying consistent visible

neighborhood locations to display newsletters, such as coffee shop and park bulletin boards can help develop an expected communication location.

Developing and maintaining a Facebook page or twitter account for the neighborhood can be a positive forum for residents to interact with the neighborhood council. Many city organizations, businesses and other entities are also on Facebook and they can help expand communication to an even broader audience. While many people may have difficulty attending neighborhood meetings, a Facebook page provides a location for residents and business owners to interact with the council at times that are convenient for all. Both twitter and Facebook are free communication tools.

There are often many neighborhood and community events where the neighborhood council is given an opportunity to set up a display and promote their activity and work for Nevada-Lidgerwood. Creating a visual display board to quickly and easily identify the benefits of the council, their work for the neighborhood and how to contact particular council members to get involved will be an effective way to communicate with community members.

## **Section VIII**

### **Conclusion**

Communication is one of the most important factors to success in a community. Without a clear, concise communication plan, any entity would flounder in its initiatives. A neighborhood council seeks to serve its residents and cultivate a vibrant, interactive neighborhood in hopes of developing an invested community. The Nevada-Lidgerwood neighborhood has recognized its need to improve communication and asked for assistance in developing a communication plan for its future.

It should also be noted again that issues , constraints, and opportunities raised in the Neighborhood Identity report are also relevant to this Communication report. Likewise, recommended strategies are similar as well.

Four tools are provided as attachments that provide additional guidance address neighborhood communication needs:

. a brief strategic plan outline that combines both communication and identity building goals and strategies for ongoing consideration;

- . a check list for developing communication strategies;
- . a “best practice” list of communication ideas;
- . and finally a focused action plan for next year that singularly targets improvements in neighborhood’s website.

The neighborhood’s size, lack of staff, and limited volunteers are possible threats or weaknesses to future communication. However, strategic efforts, such as capitalizing on other entities’ tactics, can prove very useful in future communication endeavors. Initially, the development and maintenance of the neighborhood website, as outlined in the attached “action plan” will be essential in furthering any communication strategies. Creating a centralized location for all neighborhood information will help focus communication messages for expansion of -future undertakings. The Nevada-Lidgerwood neighborhood has a very real opportunity to develop communication messages and provide them to residents in an effective manner; all being done in hopes of creating a more invested population for the health, safety and wellbeing of families throughout the neighborhood.



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## Nevada Lidgerwood Communication Work Program

Objectives:	Tasks:
<b>Year 1: 2012</b>	<ol style="list-style-type: none"> <li>1. Complete an audit of the communication tools currently being used with neighborhood residents.               <ol style="list-style-type: none"> <li>1.1. List all methods of communication currently in use on behalf of the Nevada Lidgerwood neighborhood.</li> <li>1.2. Include those communication tools sponsored by other agencies such as Spokane City.</li> </ol> </li> <li>2. Enhancements to the Nevada Lidgerwood website.               <ol style="list-style-type: none"> <li>2.1. See the Nevada Lidgerwood website detailed task list below for specific steps.</li> </ol> </li> </ol>
<b>Year 2: 2013</b>	<ol style="list-style-type: none"> <li>1. Additional pages for the Nevada Lidgerwood website.               <ol style="list-style-type: none"> <li>1.1. See the Nevada Lidgerwood website detailed task list below for specific steps.</li> </ol> </li> <li>2. Conduct an attitudinal survey to determine the residents' preferred methods of communication.               <ol style="list-style-type: none"> <li>2.1. Mail out survey postcards to Nevada Lidgerwood residents.</li> <li>2.2. Summarize survey results.</li> <li>2.3. Post the survey results to the neighborhood website..</li> <li>2.4. See detailed task list below for specific steps.</li> </ol> </li> <li>3. Use the attitudinal survey results to determine which methods of communication to develop and/or revise.</li> <li>4. Identify volunteers.</li> <li>5. Determine the available budget.</li> <li>6. See detailed task list below for specific steps.</li> </ol>
<b>Year 3: 2014</b>	<ol style="list-style-type: none"> <li>1. Creating new interest in the Nevada Lidgerwood website.               <ol style="list-style-type: none"> <li>1.1. See the Nevada Lidgerwood website detailed task list below for specific steps.</li> </ol> </li> </ol>

## Detailed Task List for Communication Work Program

Fill in the due date and person(s) responsible for each action item. When items are complete change the date to read complete.

<u>Task</u>	<u>Date</u>	<u>Responsible Party</u>	<u>Actions</u>
<p><b>Create Attitudinal Survey Materials</b></p>			<ol style="list-style-type: none"> <li>1. Create a survey postcard for the neighborhood households.               <ol style="list-style-type: none"> <li>1.1. Use colored postcards that will distinguish the survey from other residents' mail.                   <ol style="list-style-type: none"> <li>1.1.1. If possible use different colors for different areas of the neighborhood. This will help quantify the responses by area.</li> </ol> </li> <li>1.2. Create a very brief message of the purpose for the survey.</li> <li>1.3. Ask the residents to circle their preferred method of communication from a list.</li> <li>1.4. Include a space to fill in "other" method of their choice.</li> <li>1.5. Ask if they would like to volunteer to help with the communication tool of their choice.</li> <li>1.6. Request contact information for purposes of notification of the gift card winners.</li> <li>1.7. Explain that replies returned by a certain date will be entered in a drawing for one of 5 gift cards.</li> </ol> </li> <li>2. Obtain donated gift cards from 5 Nevada Lidgerwood businesses.               <ol style="list-style-type: none"> <li>2.1. Thank the businesses who donated gift cards on the neighborhood website, newsletter, and at a neighborhood meeting.</li> </ol> </li> <li>3. Create a message about the survey for the neighborhood website encouraging participation and explaining the need for input.</li> <li>4. Summarize the survey results.               <ol style="list-style-type: none"> <li>4.1. Tally results by area of the neighborhood.</li> <li>4.2. You can begin sharing the results of the survey on the neighborhood website and update as additional replies are received.</li> </ol> </li> <li>5. Use the website to congratulate the winners of the 5 gift cards.</li> </ol>

			<p>5.1. For security you can use a person’s general location of the neighborhood rather than their personal names.</p>
<p><b>Develop Communication Tools</b></p>			<ol style="list-style-type: none"> <li>1. Identify reliable volunteers from the survey replies, summer movie raffle tickets, neighborhood meetings, and schools. <ol style="list-style-type: none"> <li>1.1. Inquire with the schools if a communication project could be a student(s) project for journalism, English, or computer science class.</li> <li>1.2. Check with local colleges and universities to set up internship opportunities in developing some of the communication tools.</li> </ol> </li> <li>2. Determine what resources are available from Spokane City, either Neighborhood Services or the Planning Department.</li> <li>3. Identify a chairperson or lead to be responsible for organizing and managing the project.</li> <li>4. Form a project team.</li> <li>5. Develop a project schedule with milestones such as completion of tool definition/scope, resources identified, steps to the actual development, etc.</li> <li>6. From the project schedule determine the resources needed.</li> <li>7. Identify who, what, or source of the needed resources. Verify that the resources are available per the project schedule. If not the schedule will need to be adjusted or other/additional resources found.</li> <li>8. Nevada Lidgerwood Neighborhood Council will need a consistent and timely method to track the progress of the project steps, identify and help to resolve issues, and celebrate milestone successes.</li> <li>9. Assuming one or some of the communication tools being developed/improved are internet tools, some households without internet access may have difficulty accessing them. Use the neighborhood newsletter to list locations of computers available to the public. <ol style="list-style-type: none"> <li>9.1. There are no community centers or libraries in the Nevada Lidgerwood Neighborhood. Nearest internet access would be <ol style="list-style-type: none"> <li>9.1.1. Library at 4005 North Cook which is .75 miles east of the neighborhood.</li> <li>9.1.2. Library at 2111 West Wellesley, 1.5</li> </ol> </li> </ol> </li> </ol>

			<p>miles west of the neighborhood.</p> <p>9.1.3. Library at 44 E Hawthorne, .25 miles north of the neighborhood</p> <p>9.1.4. Internet access is available at many coffee shops for those residents who have laptop computers with wireless capability.</p> <p>9.2. In the absence of a community center, Nevada Lidgerwood could explore other options.</p> <p>9.2.1. Request shared access to the computers at the Northeast Community Center at 4001 North Cook for Nevada Lidgerwood residents.</p> <p>9.2.2. Request assistance from neighborhood services to set up public access to a computer at the Nevada Lidgerwood Neighborhood Council office and/or COP shop.</p> <p>9.2.2.1. Contact Jonathan Mallahan, Director of Neighborhood Services, 625-6734.</p>
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## Detailed Task List for Neighborhood Website Work Program

Fill in the due date and person(s) responsible for each action item. When items are complete change the date to read complete.

Task	Date	Responsible Party	Actions
Enhancements to the Nevada Lidgerwood Website			<ol style="list-style-type: none"> <li>1. Website Administration               <ol style="list-style-type: none"> <li>1.1. The goal of the website is to provide timely and accurate information.</li> <li>1.2. Appoint a website administrator making sure this person fully accepts the responsibility.</li> <li>1.3. Any links included in the website will require maintenance. These links can change or be eliminated. You don't want to frustrate your users with non-functioning links.</li> <li>1.4. Identify consulting resources to help with problem solving of the website mechanics.                   <ol style="list-style-type: none"> <li>1.4.1. Thuy Truong at Spokane City MIS</li> </ol> </li> </ol> </li> <li>2. Home Page               <ol style="list-style-type: none"> <li>2.1. Position a picture with people in the top portion of the home page, this makes the neighborhood website friendly and connects in a personal way.                   <ol style="list-style-type: none"> <li>2.1.1. An example using one medium sized picture is at <a href="http://www.newcommunities.org/communities/woodlawn/">http://www.newcommunities.org/communities/woodlawn/</a></li> <li>2.1.2. Here is an example using several small pictures <a href="http://swni.org/bridlemile">http://swni.org/bridlemile</a></li> <li>2.1.3. Use the home page to draw attention to upcoming events, announcements, and acknowledgement of accomplishments.</li> <li>2.1.4. Include encouragement to become involved in the neighborhood.</li> </ol> </li> </ol> </li> <li>3. About Our Community Page               <ol style="list-style-type: none"> <li>3.1. The information currently on the Nevada Lidgerwood home page could be moved to</li> </ol> </li> </ol>

			<p>this page. This would free up space on the home page for sharing the people side of the community.</p> <ol style="list-style-type: none"> <li>3.2. Include captions encouraging participation.</li> <li>3.3. Include a balance of historic and current pictures. Participants of the summer movie nights and ice cream social showed great interest in the displays of historic pictures but we also want to demonstrate the vitality of the neighborhood today.</li> </ol> <ol style="list-style-type: none"> <li>4. Calendar Page       <ol style="list-style-type: none"> <li>4.1. Include fun events on the calendar such as the Summer Movie nights with a link to the flyer.</li> <li>4.2. Invite other organizations to include their events on the Nevada Lidgerwood website. Examples are           <ol style="list-style-type: none"> <li>4.2.1. Lighthouse for the Blind Car Rally in June</li> <li>4.2.2. Boys and Girls Club 10<sup>th</sup> Annual Auction for Kids in February, 2012.</li> </ol> </li> </ol> </li> <li>5. Documents &amp; Newsletters Page       <ol style="list-style-type: none"> <li>5.1. Include a caption encouraging meeting participation and volunteers.</li> <li>5.2. Make a commitment to post meeting minutes within a consistent time such as a week. This encourages people to seek out this information because then can depend on it being available.</li> <li>5.3. This example includes pictures next to the meeting minutes links which increases the attractiveness and interest in the web page. <a href="http://www.hna-pdx.com/wp/category/minutes/">http://www.hna-pdx.com/wp/category/minutes/</a></li> <li>5.4. Include the quarterly newsletters. This will help the neighborhood with their efforts to become green.</li> </ol> </li> <li>6. Committees       <ol style="list-style-type: none"> <li>6.1. List the different groups of Nevada Lidgerwood neighborhood such as the council, board, and other committees and sub-committees.</li> <li>6.2. Encourage volunteers and participation at meetings.</li> </ol> </li> </ol>
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<p>Additional Pages for the Nevada Lidgerwood Website</p>			<ol style="list-style-type: none"> <li>1. Kids Page <ol style="list-style-type: none"> <li>1.1. This page can include items created by children. Examples are <ol style="list-style-type: none"> <li>1.1.1. Pictures taken by children. The neighborhood could have a contest.</li> <li>1.1.2. Drawings</li> <li>1.1.3. Quotes, essays, or ideas written or expressed by children.</li> </ol> </li> <li>1.2. This page could help draw interest from otherwise non-participating residents.</li> <li>1.3. A fun graphic could be included such as the one at <a href="http://www.lacity.org/SubMenu/KIDS.LAcity.org/index.htm">http://www.lacity.org/SubMenu/KIDS.LAcity.org/index.htm</a></li> </ol> </li> <li>2. Events Page <ol style="list-style-type: none"> <li>2.1. Events could be a part of the Calendar page or presented as a separate web page.</li> <li>2.2. List re-occurring events with a description. <ol style="list-style-type: none"> <li>2.2.1. An example is found at <a href="http://www.countrygrove.org/evt_calevents.php">http://www.countrygrove.org/evt_calevents.php</a></li> <li>2.2.2. This web page even makes clean-ups look fun. <a href="http://swni.org/projects">http://swni.org/projects</a></li> </ol> </li> <li>2.3. Recognize the fun at previous events. <ol style="list-style-type: none"> <li>2.3.1. An example is found at <a href="http://www.countrygrove.org/evt_pastevents.php">http://www.countrygrove.org/evt_pastevents.php</a></li> <li>2.3.2. Include available photos.</li> </ol> </li> </ol> </li> </ol>
<p>Creating New Interest in the Nevada Lidgerwood Website</p>			<ol style="list-style-type: none"> <li>1. "Around the Neighborhood Photo Contest" <ol style="list-style-type: none"> <li>1.1. The benefits are: <ol style="list-style-type: none"> <li>1.1.1. Would encourage residents to look at their neighborhood from a positive perspective.</li> <li>1.1.2. The photos would be displayed throughout the Nevada Lidgerwood website encouraging viewers to look through all sections.</li> <li>1.1.3. Post new photos each week or month so viewers will continue checking the Nevada Lidgerwood website.</li> </ol> </li> </ol> </li> </ol>



			<p>1.1.4. The photos would provide personal insights into the neighborhood.</p> <p>1.1.5. Photos could also be displayed at Nevada Lidgerwood gathering places, the Nevada Lidgerwood Neighborhood Office, schools, Holy Family Hospital, and business offices.</p> <p>1.2. Various categories could be used for the contest.</p> <p>1.2.1. Age group</p> <p>1.2.2. Subject matter</p> <p>1.2.2.1. Possible subject categories could be activity or event, landmark, nature, people.</p> <p>1.2.2.2. The contest could be spread over several weeks or months with a different subject matter in each time period.</p> <p>1.2.2.3. The video at the following website shows ideas.  <a href="http://www.flickr.com/photos/neighborhoodcentersinc/4311472093/">http://www.flickr.com/photos/neighborhoodcentersinc/4311472093/</a></p> <p>1.3. An example of a simple neighborhood photo contest is at  <a href="http://www.otba.net/OTBA%20Photo%20Contest%20-%20BETA.pdf">http://www.otba.net/OTBA%20Photo%20Contest%20-%20BETA.pdf</a></p> <p>1.4. Use a neighborhood event to display the photos and announce the winner(s).</p> <p>2. Fun Map of Nevada Lidgerwood on their website</p> <p>2.1. Use hand drawn fun sketches to mark the location of places of interest in Nevada Lidgerwood.</p> <p>2.2. Include</p> <p>2.2.1. Parks and play areas</p> <p>2.2.2. Landmarks</p> <p>2.2.3. Public art</p> <p>2.2.4. Farmer markets</p> <p>2.2.5. Social organizations such as Lighthouse for the Blind, Boys and Girls Club, Eagles, Pony Tales, Peak 7 Adventures</p> <p>2.2.6. Fire stations</p> <p>2.2.7. Schools</p> <p>2.2.8. Neighborhood office</p> <p>2.2.9. COPS office</p>
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