

2016
Certified Neighborhood Leader
Training Program

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“Neighborhoods : 101”

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Mayor – City of Memphis

Ken Moody

The Mayor’s Special Assistant for Community Affairs



What is a Neighborhood Association?

- A Neighborhood Association is a voluntary organization of city residents who work together to improve and maintain the quality of life in their neighborhood. Associations can form out of concern over a particular issue, or as a means of enhancing a sense of community.
- To be recognized by the City as an official Neighborhood Association, you must register with the Office of Community Affairs.



THE POWER OF NEIGHBORHOOD ASSOCIATIONS

Why form a Neighborhood Association?

- They provide a way for neighbors to get to know and support each other.
- They help neighbors to become organized, and have more power to make positive changes.
- They help residents gain a unified voice and influence in community affairs.
- They encourage residents to assume responsibility for keeping their neighborhood healthy, clean, and vibrant.

Neighborhood Associations are vital to the community because...

- They channel information that can help deter criminal activity.
- They can help clean-up blighted areas.
- They empower citizens to speak as one voice to local government.
- They strengthen and reinforce the quality of life for the community as a whole.



HOW TO FORM A NEIGHBORHOOD ASSOCIATION

Start with a core group of people in your area.

- Homeowners/residents from each block or street.
- Area business owners.
- Apartment residents, managers & owners.
- Local area churches or places of worship.
- School principals & staff members.



WHAT DOES A NEIGHBORHOOD ASSOCIATION DO?

- They help identify community challenges & concerns.
- They can encourage productive change & improvement efforts.
- They provide volunteers for community initiatives.
- They represent the neighborhood as a whole to elected officials.
- They can increase the quality of life in a community.



HOW TO CREATE A STRONG NEIGHBORHOOD ASSOCIATION



The *BEST* Neighborhood Associations are not just created, they are built.

These are four key elements to building a great neighborhood:

- **SOLID STRUCTURE**
- **REALISTIC PLANNING**
- **CONSISTENT DEVELOPMENT**
- **HARD WORK**



ARE “NEIGHBORHOOD ASSOCIATIONS” AND “HOMEOWNER’S ASSOCIATIONS” ARE THE SAME THING?...**NO!**

NEIGHBORHOOD ASSOCIATIONS

- Membership is open to all residents and in the neighborhood, but participation is optional; boundaries are established by the association.
- Dues are voluntary.
- There is no legal authority to enact or enforce maintenance or design requirements beyond those established by City ordinances.
- To ensure a visibly democratic process, the organization establishes formal or informal bylaws to provide for at least one general membership meeting per year and to require an annual election of officers.

HOMEOWNER’S ASSOCIATIONS

- Membership is mandatory for all property owners within the boundaries of a development. (***NOTE* This documentation is usually presented during the home purchase process.**)
- Members are usually charged mandatory dues.
- Homeowner’s Associations have the legal authority to enact and enforce maintenance and design standards in addition to those established by City ordinance.
- Homeowner’s Associations are corporations with formal bylaws, which have a governing board that is elected annually.



SPECIAL NOTE

The City of Memphis, nor any of its divisions, departments, staff, or employees does not/will not partake in the regulation, creation, or interpretation of the by-laws of any Neighborhood Association, Homeowner's Association, institutions of faith, or community groups.



BUILDING NEIGHBORHOOD PARTICIPATION

- Your neighborhood is a product of the efforts of the individuals who use their talents and skills to sustain it.
- The key to improving or sustaining the efforts of your neighborhood, is to continually find ways to mobilize the skills, capacities, and talents of the people living in your community.
- Knock on doors.
- Introduce yourself to your neighbors.
- Be the one who **STARTS** the conversation!
- People follow those who lead!



Even in the beginning stages of forming a Neighborhood Association, it is important to define and understand the goals of the Neighborhood Association.

Some goals may include:

- Assessing your community's needs.
- Helping area neighbors to get to know each other.
- Making minor physical improvements to blighted areas (trash, graffiti, yard upkeep).
- Creating/Improving a Community Meeting Space.
- Creating a community garden.
- Getting to know to know the local law enforcement personnel assigned to your neighborhood.



HOW TO EFFECTIVELY HOLD A MEETING

Once you have connected with your neighbors, and formed your Neighborhood Association, you should schedule a meeting at a central location. (i.e. schools, places of worship, community centers, libraries, etc.)

- Have neighbors help spread the word!
- During your first meeting, try to elect your association's officers.



HOW TO ELECT GREAT OFFICERS FOR YOUR GROUP

Having a proper structure for your group is an important towards being effective. An election should be held for your Neighborhood Association to elect “officers”.

These officers will handle the business of the Neighborhood Association throughout the year.

Elections should include the following positions:

- President
- Vice-President
- Secretary
- Treasurer

Elected officers should:

- Set ground rules for meetings & establish roles and responsibilities
- Act for the benefit of the group
- Treat all members with respect
- Discuss issues & concerns
- Accept group decisions after a vote has been taken



Quick Tip: Meetings

7 Tips to Organize your Neighborhood Associations Meetings

1. Determine a time and location that allows most residents the opportunity to become involved
2. Create an agenda to follow during the meeting, and stay on point
3. If your community is bilingual, you might want to consider obtaining a translator and print all documents in both languages
4. If your neighborhood includes many families with children, arrange meeting times that facilitate the child-care needs of the residents.
(church or community center)
5. Ask contacts from community organizations to announce the meeting at their regular meetings
6. Have every member call two neighbors to explain the meeting and encourage them to attend
7. Provide meeting minutes and comment forms to all meeting attendees to let people know that their input is valued



SETTING YOUR NEIGHBORHOOD BOUNDARIES

It's important to determine the physical street boundaries of your Neighborhood Association. Take a look at a neighborhood map, or take a community stroll to identify boundaries for the Neighborhood Association.

Boundaries can be determined by using:

- Roads & streets
- Residences within a certain distance
- Area landmarks
- Community facilities (i.e., libraries, schools, community centers)



DEVELOP A STRATEGY FOR YOUR NEIGHBORHOOD



Keep moving forward on your group's goals and ideas. It's important to have a strategy for your neighborhood.

Here are some ideas that may be helpful:

- Identify and prioritize the steps in your project. Be as specific as possible.
- Identify any *immediate* concerns or issues that need the group's attention.
- Identify the most effective ways to accomplish your goals. Find out what works best for *your* area!
- Investigate "best practices" that other Neighborhood Associations may be using in their communities. It's ok to ask for help!



GET BUSY!

PLAN A NEIGHBORHOOD ACTIVITY



If your Neighborhood Association has **BIG** plans, it's okay to start off small. This gives your association a chance to **GROW**.

Plan activities that can include adults *and* children. This gives families the chance to participate together!



EXAMPLES OF NEIGHBORHOOD ASSOCIATION ACTIVITIES

Some Great Examples Might Be:

- Neighborhood beautification & cleanup projects
- Neighborhood Watch
- Neighborhood /Community Newsletter
- Annual Festivals
- Neighborhood Cookouts
- Community Holiday Events (i.e., parades, cultural celebrations)
- New Neighborhood Welcome Program



COMMUNICATIONS QUICK TIP: “GETTING THE WORD OUT”

Notifying your neighbors and encouraging their participation at meetings and events is the key to your success.

Examples may include:

- Flyers
- Outdoor Signage
- Newsletters
- Door-to-door notifications
- Email blasts
- Phone call committee

Don't forget, social media is a great way to notify members and create groups where members can keep up with your Neighborhood Association.

www.Facebook.com



www.Twitter.com



www.Nextdoor.com



www.neighborhoodlink.com



HAVE FUN WHILE MAKING A DIFFERENCE IN YOUR COMMUNITY!

The Office of Community Affairs is here as a resource for your Neighborhood Association, Organization, or Group.

Our staff is available to address questions, provide training, and assist with issues/concerns or from our valued residents.

**Tim Harris,
Community Outreach Specialist**

**City Hall
125 N. Main, 2nd Floor**

Email : timothy.harris@memphistn.gov

Office : 901-636-6260



**THANK
YOU!**





CLEAN
MEMPHIS.org

**To Engage Every Citizen in Making Memphis and
Shelby County Cleaner, Greener, and
Environmentally Sustainable**



Program Platforms

- 1. Zones Strategy:** Creating cohesive stakeholder teams to build sustainable communities.
- 2. High Profile Sweeps:** Cleanup crews that focus daily on removing litter from exit ramps, gateways and areas of tourism.
- 3. Sustainable Schools Challenge & NCEEP:** Raising a generation of youth grounded in environmental stewardship and civic engagement.
- 4. Project Green Fork:** contributes to a sustainable Mid-South by helping reduce environmental impacts, with a focus on strengthening homegrown restaurants.



Memphis Clean by 2019



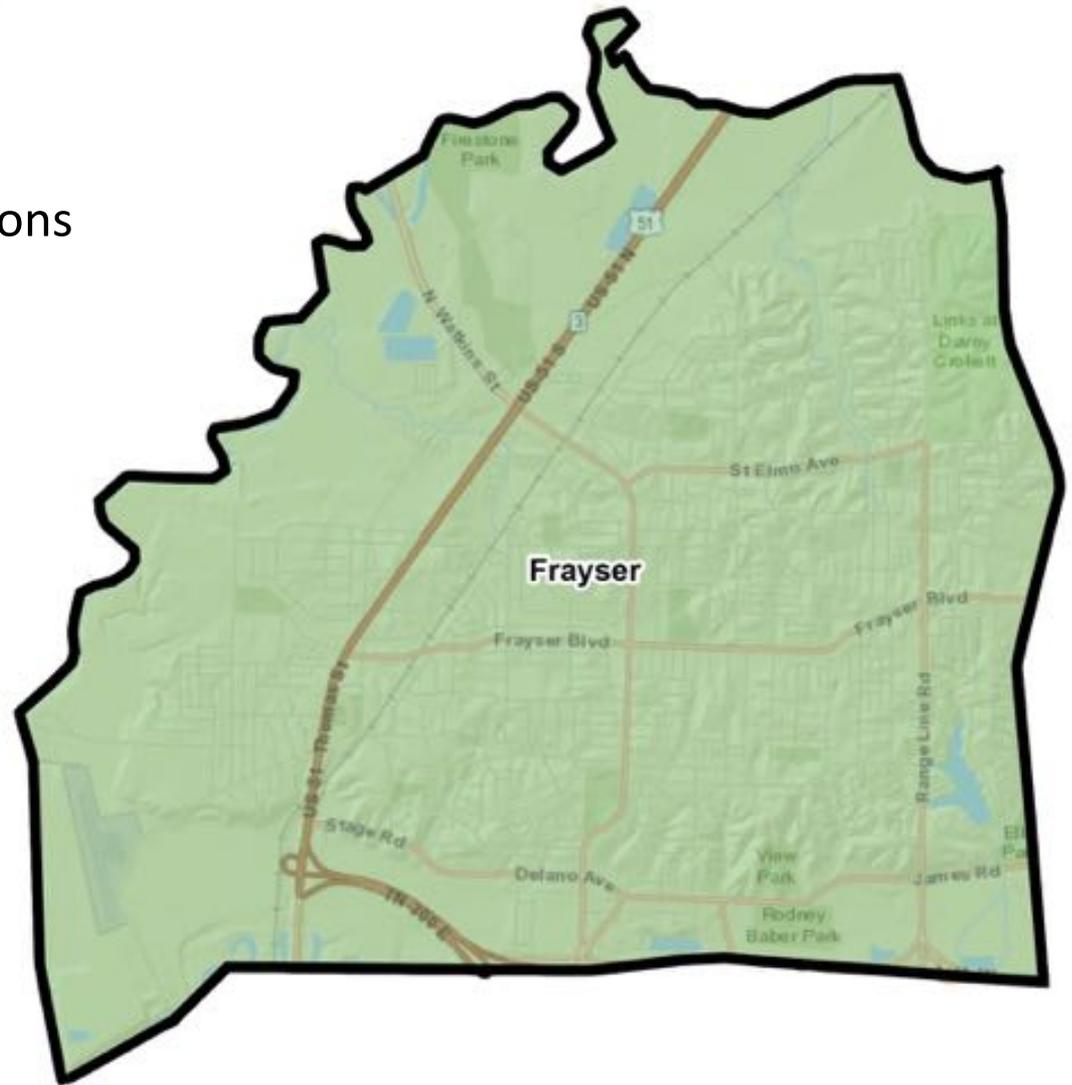
Objective: To regain the title of America's Most Beautiful City by Memphis' bicentennial in 2019.



Memphis Clean by 2019

ZONE PARTNERS

- Frayser CDC
- Neighborhood Organizations
- Churches
- Shelby County Schools
- Charter Schools
- ASD Schools
- Girls, INC.
- NIKE
- Buckman
- NexAir





Memphis Clean by 2019

STRATEGY A – GRASSROOTS ENGAGEMENT

Clean Memphis:

- Train Zone Leaders to perform an initial litter survey of each zone to establish baseline
- Train Zone Leaders to identify code issues & assist in development of reporting mechanism
- Assist Zone Leaders in developing quarterly cleanup schedule
- Assist Zone Leaders in a strategy to use pre-trail community service workers for routine cleanup in problem areas
- Provide education to schools, neighborhoods & business regarding environmental stewardship and clean & sustainable neighborhoods

Chairman's Circle:

- Ensure respective companies engaged as stakeholders in adopted zone
- Promote Memphis Clean by 2019 & participate in large-scale cleanups



Memphis Clean by 2019

Community Engagement

Neighborhood leaders and stakeholders:

Participate in monthly or quarterly Windshield Survey to identify top cleanup areas and opportunities for improvement.

Participate and lead training sessions to identify and report code enforcement issues.

Participate in neighborhood led activities to address cleanup and blight mitigation.

Work with other stakeholders and other community partners to identify opportunities for beautification, increase curbside recycling and expand education around clean, safe and healthy neighborhoods.



Memphis Clean by 2019



LEFT: DIY Projects - Use of ioby or other funding platforms to reduce Install and adopt trash cans for Madison Avenue.

BELOW: Orange Mound has worked with artist to create, install and adopt trash cans on major streets in their community.



Supporting Community Partnerships



Elderly man with dilapidated shed - In Environmental court with no ability to mitigate.



Removal of shed estimated value \$7,500.



Paul David Construction of Memphis Service Project

Clean Memphis' role is to bring neighborhoods and corporate teams together to improve neighborhoods.



Memphis Clean by 2019

STRATEGY B – “SWEEPS” PROGRAM

- Focus on high-profile areas to keep our city’s assets clean & litter free
 - Gateways, Major Intersections, Aerotropolis, Medical Center, Downtown
- Expand our use of inmate and court-ordered labor.
- Progress Measures:
 - Monthly windshield surveys
 - Number of gateway cleanups
 - Number of intersection cleanups
 - Feedback from stakeholders
 - Number of trash bags collected





Education: Building Future Leaders in Sustainability

- Clean Memphis Education programs focus on clean, healthy and sustainable neighborhoods and schools.

2 Primary Educations Programs

NCEEP - Nonconnah Corridor Enducation and Engagement Project

Sustainable Schools Challenge - A local Sustainability Certification for Schools.



TEAM MENTOR PROGRAM
 PRESENTED BY DUNCAN-WILLIAMS



Nonconnah Corridor Engagement And Education Project



Where is YOUR Watershed?



What is a watershed?

A watershed is all of the land that drains into one waterway. When rainwater falls outdoors, it eventually makes its way to a stream, creek, or river. The entire area of land that empties into a waterway is the watershed. For example, the rainwater that drains off your school parking lot, your house, and a park in your neighborhood will all end up in one of four major watersheds in Memphis.

How does a watershed work?

In an urban environment like Memphis, rainwater and other water on earth's surface goes through a series of steps almost like a conveyor belt. The water starts by hitting a surface such as the roof of a building, or the grass on a football field. It is then pulled by gravity into the gutter of the closest street and across a storm drain. These storm drains take the water to the ditch you see in your neighborhood, also called street-level drainage basins. Each of these concrete basins that look like small trees all drain into a bigger body of water, comprising a watershed.

What is the Watershed for Memphis?

In Memphis we have four major watersheds: The Loosahatchie River, The Wolf River, Nonconnah Creek and Horn Lake. Any time you are standing on the earth's surface you are in a watershed. Look at this map and find your school. Which watershed is it? What about your house?

How do I interact with my watershed?

Since watersheds are the land that drains into a waterway, everything we do impacts the health of our watersheds! The water from washing a car or watering your lawn will enter one of Memphis' watersheds. If you blow the wrapper from your favorite snack, it will be carried by rainwater to the nearest body of water. Anything and everything we do on land has an impact on our watershed systems. Watersheds connect our land and our water, that's why it's important to protect them!



How can I protect my watershed?

Five basic things you can do to protect your watershed and the environment:

1. Conserve water when washing cars and watering your lawn.
2. Dispose of pet waste properly by bagging it and throwing it away.
3. Reuse rhabbit by collecting it in rain barrels and finding ways to use it around your yard and house.
4. Keep your watershed litter free.
5. Dispose of household cleaning products properly. Never pour any chemicals down the storm drain or into the sewer.





Nonconnah Corridor Engagement & Education Project





Sustainable Schools Challenge



SSC Pillars and Elements	Points
Cross-Cutting Question: Participation in green school programs	5 points
Pillar I: Reduce environmental impact and costs: 30%	
Element 1A: Reduced or eliminated greenhouse gas (GHS) emissions Energy Buildings	15 points
Element 1B: Improved water quality, efficiency, and conservation Water Grounds	5 points
Element 1C: Reduced waste production Waste Hazardous Waste	5 points
Element 1D: Use of alternative transportation	5 points
Pillar II: Improve the health and wellness of students and staff: 30%	
Element 2A: Integrate school environmental health program Integrated Pest Management Contaminant controls and Ventilation Asthma control Indoor air quality Moisture control Chemical management	15 points
Element 2B: Nutrition and fitness Fitness and outdoor time Food and Nutrition Established a school garden of any sort Other coordinated school health programming	15 points
Pillar III: Provide effective environmental and sustainability education, incorporating STEM, citing skills, and green career pathways: 35%	
Element 3A: Interdisciplinary learning about the key relationships between dynamic environmental energy and human systems	20 points
Element 3B: Use of the environment and sustainability to develop STEM content, knowledge, and thinking skills	5 points
Element 3C: Development and application of civic knowledge and skills	10 points
Total	100 points



Sustainable Schools Challenge



Water quality comparison lab at Raleigh Egypt High School



Aquifer in a Cup activity with the Energy Squad at Coleman Elementary!



Sustainable Schools Challenge



STRATEGY C – EDUCATION



Cathy Justis with Wolf River Conservancy



Clean Memphis and the watershed model

Sustainable Schools Challenge

Tying it all Together with Service Projects



Wolf River Clean up



Painting and installing rain barrels



Project Green Fork



PROJECT GREEN FORK



2,709,144 GALLONS OF RECYCLED PLASTIC, GLASS, AND ALUMINUM

2,142,346 POUNDS OF RECYCLED CARDBOARD AND PAPER

287,643 GALLONS OF RECYCLED FOOD WASTE