

REDEVELOPMENT AGENCY  
BOARD

HARRY S. MAVROGENES  
EXECUTIVE DIRECTOR

SEE BELOW

DECEMBER 22, 2006

## **INFORMATION**

**SUBJECT: RESPONSE ON STAFF AND CITY YEAR OUTREACH**

At the December 5, 2006, Redevelopment Agency Board meeting, Board Member LeZotte raised questions concerning CityYear's outreach efforts with the Strong Neighborhoods Initiative (SNI) Neighborhood Action Coalitions (NAC). Board Member LeZotte asked if SNI and CityYear staff conducted outreach to all NACs to inform them of their opportunity to partner with CityYear on neighborhood projects.

The 2005-06 CityYear contract included all nineteen SNI areas and allowed for any project to be submitted by a NAC as long as it fit the project parameters stipulated in the contract. Projects such as landscaping, beautification, murals, clean-ups, anti-graffiti, anti-litter, creek clean-ups, house painting, building or rebuilding were included in the contract. Also included were community outreach efforts involving phone banking, "knock and talks", and canvassing. As part of SNI outreach efforts, the SNI staff provided information about the new program, by email, to each NAC and invited NAC members to attend a kick-off meeting in November 2005 to introduce the program and solicit projects from the NACs (see attachment). Representatives from 11 NACs attended the kick-off meeting. It was noted that a neighborhood project liaison was required to champion and assist in organizing each project. Ten NACs decided to participate and collaborate with CityYear in planning and implementing projects in their respective neighborhoods. CityYear staff made follow-up calls to the NACs that did not attend the kick-off meeting to encourage them to participate in the program.

Although participation was strongly encouraged throughout each SNI area, staff did not set a formal goal to have projects in every SNI area. The ten SNI areas that participated this year represented a significant increase from the previous

years. In the past, only 4–6 areas were targeted for projects. SNI staff deliberately designed the project goal to allow for project selection in any SNI area so that the SNI leaders and CityYear corps' members could have the greatest flexibility for their project selection.

CityYear is taking an even greater hands-on approach regarding its outreach effort this year and will be contacting each NAC so that they may introduce the program at their monthly meeting. As in the previous year, NACs will be strongly encouraged to participate but have the option to decline. The program calls for a collaborative approach so that NAC members, acting as project liaisons, gain critical leadership experience in organizing fellow community members and CityYear corps' members in a project that improves their community.

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[Attachment](#)