



**Strategic Planning Committee
Collaboration + Advocacy Workgroup**

SUMMARY OF SMART GOALS & ACTION PLANS

July 7 - Submission

Engagement Workgroup

Collaboration / Care Workgroup Team:

SPC Leads: Brad Neuman, Chairperson, SPC
John Engeman, Consultant/Facilitator Collaboration / Care

BOD members:

Ray Clark, President / Accessibility Chair
Aneta Tomaszewicz, VP
Beth Burk, HD/PZ Chair
Alan Lougee, NIC Chair
David Montgomery, Safety Chair

Collaboration / Care Volunteers:

Phil Graff Workgroup Chair, SPC, Safety
Gene Brockland
Karl Hjrepe, HDPZ
Steven McClellan
Harrison Oliff
Jennifer Yengoyan

Engagement Workgroup: Goals & Resource Requirements

How do we protect the organization, reduce divisiveness and increase membership/engagement?

Smart Goals

1. Develop a policy for dealing with issues and civic engagement that defines process, values and ethical guidelines to make better decisions in a respectful, positive and effective way to incorporate the interests and concerns of all affected stakeholders.
2. Develop a plan to implement a new advocacy and civic engagement process for HD/PZ Committee.
3. Restore a sense of safety through improved education, connection and collaboration.
4. Develop a multi-year plan for community care of the built environment (revitalizing parks, brick sidewalks, etc.)

Near Term Priorities Resulting from Strategic Issues

The following Strategic Priorities have been established by the Collaboration+Advocacy Workgroup to guide our Action Plans and promote the growth of the Old Town Triangle Association:

Goal 1 Develop Guidelines (Brad, John, Phil)

- Review International Association for Public Participation's (IAP2) pillars for effective public participation, values for public participation and code of ethics.
- Develop and adopt a policy for civic engagement (could include limiting advocacy to the public participation process and not for any interest, party or project outcome).

Goal 2 HD/PZ (Beth, Karl)

- Revise HD/PZ mission statement to support preservation in a helpful non-combative style
- Gather / Develop / Disseminate HD educational and promotional materials
- Reposition HDPZ as a community resource for information

Near Term Priorities Resulting from Strategic Issues (cont.)

The following Strategic Priorities have been established by the Collaboration+Advocacy Workgroup to guide our Action Plans and promote the growth of the Old Town Triangle Association:

Goal 3 Safety (Dave, Phil)

- Restore perception of (satisfaction with) neighborhood safety by disseminating reliable crime/safety data, personal protection strategies.
- Establish public and private Slack channels empowering neighbors to communicate in public forums (and direct messaging) issues of public (and potentially sensitive) topics concerning public safety and emergencies.
- Explore ways to project an image of Old Town as being “Hardened” against crime.

Goal 4 (Aneta, Alan)

- Develop a five year plan for park improvements and maintenance, get community buy-in and funding.
- Develop a RFQ to conduct a needs analysis for neighborhood parks/recreation and solicit bids.
- Install Kiosks for OT bulletins and info focus on OT gateway locations or gathering spots

Impact Summary

Each sub-workgroup's efforts work toward the same end:

1. A neighborhood association that is welcoming, inclusive, responsive, innovative, and collaborative
2. An association that might better attract and reflect our (younger) neighborhood demographics.
3. In so doing, we hope become more relevant to a larger swath of the population resulting in a larger base of engaged members.

We hope to re-imagine board policy and programming to better reflect the above.

The idea is to get more people involved & do more - not try to do more with the usual suspects.

Longer Term Priorities

- To improve the quality of life for **all** who live and work in the Old Town Triangle! (Where have I heard that before?)
- Insure organizational continuity and sustainability of the Old Town Triangle Association over time
- Offering neighbors a greater opportunity to participate meaningfully in our community
- Maintaining and improving relationships with government services and the officials that marshal them
- Help people feel safe
- Stimulate neighbor to neighbor familiarity and interaction
- Increase the degree to which Old Town Residents proudly self-identify as “Old Towners”