

## Information Item

**Date:** December 19, 2018

**To:** The City Manager

**From:** Marla Y. Newman, Community Development Director  
Tasha Logan Ford, Assistant City Manager

**Subject:** Collaborative Outreach Revitalization and Engagement (C.O.R.E.), an initiative are to engage residents, build strong communities and strengthen neighborhood associations.

**Strategic Focus Area:** Livable Neighborhoods

**Strategic Objective:** Support Inclusion of Community Populations

**Strategic Plan Action Item:** No

**Key Work Item:** No



Community Development Department will launch Collaborative Outreach Revitalization and Engagement (C.O.R.E.) in January 2019. The goals of this initiative are to engage residents, build strong communities and strengthen neighborhood associations. C.O.R.E. will be implemented by our Neighborhood Services Division. Staff has engaged with and received feedback from residents, neighborhood associations and partnering agencies during the developmental process. Cost for implementation are minimal and should not require budget adjustments.

A Community Coalition (collective alliance of neighborhood association representatives, community stakeholders and city staff) will be formed. This initiative will aide in strengthening communication and collaborations with neighborhood associations, city staff, and partnering agencies such as Neighbors for Better Neighborhoods, Urban League and Hispanic League. Including partnering agencies in the coalition increases awareness of community resources and provides organizations an additional forum to gauge the impact of services offered. The role of partnering agencies will be no different than their current role in providing services within their specified capacity to our community.

Benefits of this broad grassroots coalition include:

- Collaborative partnership between Neighborhood Associations, partnering agencies, stakeholders, and the city;
- Diversity and inclusion;
- Resource for networking, sharing of information, support, and feedback;
- A forum for Neighborhood Association advocacy; and
- Implementation of community supported activities and programs.

Following are additional programs included in the C.O.R.E. initiative:

- **Neighborhood Academy** – free training workshops designed to empower residents to become active leaders in, or start, a neighborhood association. Participants gain an understanding of neighborhood engagement and its empowering influence;
- **Front Door Friday** - teams of city staff, representing Community Development, Recreation and Parks, Human Relations, Fire Department and non-uniformed Police Department employees, and city-county school staff, go door-to-door engaging city residents;
- **Connect Your Community** – an online calendar that will serve as a common calendar of events where neighborhoods and community-focused agencies can post community events;
- **Community Toolkit** - resources and general guidance for promoting citizen led action as well as encouraging neighborhood inclusiveness and engagement; and
- **National Good Neighbor Day** - Good Neighbor Day is a national holiday observed annually on September 28, as set forth by President Jimmy Carter’s proclamation. This day was created to acknowledge and celebrate the importance of being a good neighbor. By proclamation from Mayor Allen Joines (invited to attend), the City of Winston will join in celebration of National Good Neighbor Day Saturday, September 28, 2019. Community Development Department will host a free kickoff celebration Friday, September 27, 2019 at Corpening Plaza from 6:00pm-8:30pm. This kickoff is a celebration of the good neighbor in all of us, individual residents, families, neighborhood associations, neighborhood watch groups, civic groups, stakeholders and community partners are welcome to attend. The role of Neighborhood Associations are vital to our community however, membership in an organization is not required to be a good neighbor.