



CITY OF SAN ANTONIO
**NEIGHBORHOOD & HOUSING
SERVICES DEPARTMENT**

Neighborhood Engagement Strategy

Culture & Neighborhood
Services Council
Committee
April 5, 2021

Verónica R. Soto, FAICP
Director





BACKGROUND

- January 7, 2021, staff provided a briefing to the Culture and Neighborhood Services Council Committee
 - Neighborhood Engagement Unit
 - Community Engagement Concepts
- February - Strategy Development
- March –Focus Groups & Community Conversations feedback on Engagement Concepts
- April – Presentation on Community Driven Strategies





CONCEPTS & FOCUS GROUP FEEDBACK



Resident Connect



President Power Hour



**Neighborhood
Mentorship Program**



**Neighborhood Leaders
Quarterly**



Developer Roundtable



**Neighborhood
Engagement
Stakeholder Group**



**Community
Partnership League**



**Less meetings to
attend**

**Enhanced workshops and
training opportunities for
community leaders**



**Increased accessibility
to information**

**Engagement opportunities
with City Leadership**





ENGAGEMENT STRATEGY AREAS

Community Engaged Learning

Helping residents build capacity within their neighborhoods and develop a heightened understanding of City services and resources available



Community Engaged Messaging

Helping increase communication and customization of information received by residents



Community Engaged Conversations

Enhancing opportunities for resident and neighborhood feedback and collaboration between residents and the City





Community Engaged Learning



Neighborhood Leadership Academy

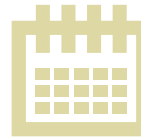
Program designed equip residents with the knowledge, network, and skills to be effective neighborhood leaders



March-Fall 2021



City Residents



Neighborhood Mentorship Program

Program provides mutual benefit to participants seeking guidance on the structure and governance of their association



May 2021



Association members



Neighborhood Engagement Webpage

A technology solution to provide neighborhood resources in a centric space



Ongoing



City Residents



Community Engaged Messaging



Resident Connect*

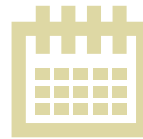
A technology solution for enhanced community engagement, with a resident-centric approach



Fall 2021



City Residents



Neighborhood Engagement Brief

Weekly newsletter featuring neighborhood centric announcements, tips, and events



Weekly



City Residents

*GPA & ITSD LEADING CONCEPT DEVELOPMENT



Community Engaged Conversations



Neighborhood Leaders Quarterly

Leadership program that promotes the development of community leaders



May 2021



Community organizations,
neighborhood associations, HOAs,
educational institutions non-profits



Neighborhood Engagement Stakeholder Group

Sounding board for development and execution of engagement concepts



July 2021



Associations, community orgs,
residents, business owners, & others



Community Conversations

Community dialogue centered around a specific topic



As-needed



City Residents



Community Engaged Conversations



Community Partnership League

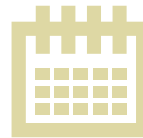
Working with community partners to maximize the collective impact



June



Community Partners



Developer Roundtable*

Open dialogue opportunity to enhance communication and education between developers and residents



August



Residents, Developers

*CONCEPT REQUIRES FURTHER ASSESSMENT



Neighborhood Engagement Brief



Neighborhood Engagement Resource Webpage



Community Conversations & Focus Groups



Neighborhood Leadership Academy



How To Guides

Neighborhood Engagement Toolkit

Now available!



WE WILL CONTINUE...



**Curating Surveys
& Expanding the Toolkit**



**Hosting Focus Groups &
Community conversations**



Attending Meetings



NEXT STEPS



Extend Open
Invitation to
Participate

Continue Rollout of
Engagement
Strategies in May



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