



NEIGHBORHOOD ADVISORY BOARD STRATEGIC VISION & WORKPLAN, 2012-13

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HISTORY & MISSION

The Neighborhood Advisory Board (NAB), established by Greenville City Council in 2008, acts as a bridge between neighborhood residents and local government.

Ten voting members—two from each City Council district—comprise the NAB with liaisons from participating neighborhood associations in the City

of Greenville. The NAB welcomes liaisons from all established neighborhood and homeowners’ associations, as well as residents, to attend its monthly meetings.

It pursues its mission—to preserve and strengthen neighborhoods in the City of Greenville—through this document: its annual workplan.

NAB mission statement

The Neighborhood Advisory Board works to preserve and strengthen neighborhoods in the City of Greenville.

It will pursue this mission by

- increasing citizen participation in neighborhood organizations and advocacy;*
- by supporting the formation of new neighborhood associations;*
- by creating and maintaining working relationships among neighborhoods and with the City of Greenville;*
- by disseminating information important to sustaining secure, healthy, and vibrant neighborhoods; and*
- by serving as a liaison between neighborhoods and the City of Greenville.*

Safe, attractive surroundings

Clean vacant neighborhood lots

Safe for residents, pedestrians, children, cyclists, elderly, property

street bumps where

① Cooperative relationships between neighbors

② Safe, attractive surroundings

③ Strong connections among neighborhoods

STRATEGIC VISION¹

for Greenville neighborhoods

Cooperative relationships between neighbors. Residents who consistently demonstrate care for one another, their properties, and their common spaces strengthen the ties between them. Without these social ties, it is difficult for residents to act collectively and for neighborhood organizations to thrive. In other words, these cooperative relationships create the foundation for safe, attractive neighborhoods.

Safe, attractive surroundings. The physical appearance and development of neighborhoods send an unspoken, yet powerful message to other residents and outsiders about what values define these places: Do residents take pride and feel safe in their neighborhoods? Are streets safe for pedestrians and

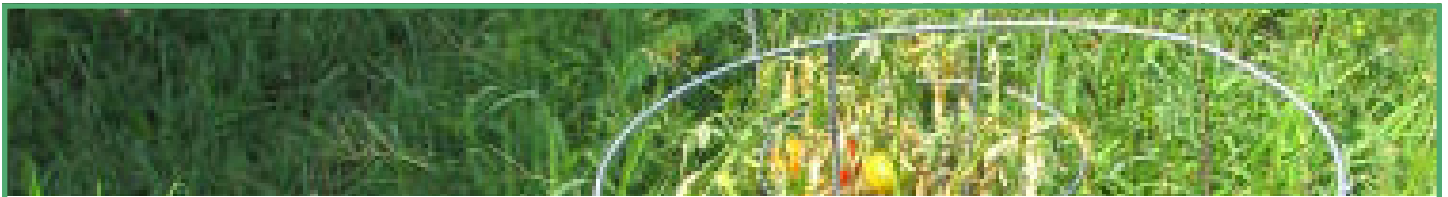
cyclists? Is recreation located nearby for all ages? Are yards and common spaces well-groomed and welcoming?

Strong connections among neighborhoods. Residents within neighborhoods have a wealth of knowledge to share about building cooperative relationships between neighbors and pursuing a safe, attractive neighborhood. Sharing knowledge between neighborhoods underscores the principle that improvements in one neighborhood benefit neighborhoods throughout Greenville.

What words or phrases should describe Greenville neighborhoods one year from today?

	Comments
Cooperative relationships between neighbors	<ul style="list-style-type: none"> Friendly neighbors who know and care about each other Neighbors who look out for each other/work together to make their neighborhood better Neighbors visiting and establishing community families Spirit of pride A sense of community Involvement and participation More informed about neighborhood issues
Strong connections among neighborhoods	<ul style="list-style-type: none"> Being cooperative between neighborhoods Sharing achievements so one group can learn from another
Safe, attractive surroundings	<ul style="list-style-type: none"> Diverse Convenient access to school, shopping, cultural events, parks Activities for young and old Safe for residents, pedestrians, children, cyclists, elderly people Beautification Well-maintained yards/common spaces/parks Green: trees, shrubs, and bushes Clean and attractive Clean vacant lots More lights Courtesy signs Speed humps where needed

1. This vision was developed at the NAB’s Annual Planning Session; 7 May 2012; from 6 to 8 PM; in Room 329 of the City of Greenville’s Municipal Building.



GOALS & PROJECTS

to achieve strategic vision

- ① Education
- ② Outreach
- ③ Beautification/Greening

To accomplish its strategic vision, as its overarching goals, the NAB chose to pursue education (about the benefits of neighborhood associations and city programs); outreach (to increase participation in associations and the NAB); and beautification/greening (to encourage collective action to improve the appearance of neighborhoods).

Picture This, Greenville!

To accomplish these goals, the NAB will focus on *Picture This, Greenville*, a yearlong project intended to inventory neighborhood assets and threats; help individual neighborhoods identify, plan, and accomplish small-scale neighborhood improvement projects; and celebrate and share these accomplishments at a city-wide event in May 2013.

More importantly, this project stresses the importance of collective neighborhood action and builds friendly, cooperative relationships among neighbors—the foundation of a successful neighborhood association.

PHASE I. Planning & publicity

Timeline: June 2012–September 2012

Planning consists of determining which neighborhoods to target; identifying financial sources to offset this project's supplies and events; assembling project teams; and publicizing this project to generate excitement and interest prior to the October 2012 kick-off event.

PHASE II. Kick-off event & photo collection

Timeline: October 2012–December 2012

NAB members and liaisons work with neighborhoods within their respective City Council districts to identify resident-leaders to assist them with *Picture This, Greenville*, specifically targeting neighborhoods with inactive or no neighborhood associations. At the kick-off event, NAB members and liaisons will distribute disposable cameras to residents to take 4 pictures each (2 photos of things/places/structures/people that embody the NAB's 2012–13 strategic

vision and 2 photos of things/places/structures that could be improved by small-scale, collective action [i.e., neighbors working together around a common goal]). Phase II will culminate with a photo exhibit to share these photos with one another and city officials and staff, and help residents identify which small-scale project to pursue over the next year.

PHASE III. Project planning & implementation

Timeline: January 2012–April 2013

In Phase III, neighborhood residents plan and implement their small-scale improvement projects with support from their project team. These projects may range from cleaning up an overgrown vacant lot; landscaping around neighborhood entrances; starting a Neighborhood Watch; leasing a city-owned lot and starting a community garden; organizing a tool share to help accomplish better property maintenance; holding a neighborhood picnic or concert; to projects that currently only exist in residents' imaginations.

To plan these projects, the City of Greenville's Neighborhood Liaison/Ombudsman will organize project teams. Each project team will consist of 1 NAB member; 1 NAB liaison; 2–3 core neighborhood leaders; and outside experts (pending availability) to assist individual neighborhoods with their project planning. Project teams will provide technical support to their assigned neighborhood as residents move forward to implement these projects.

PHASE IV. Celebration to share completed projects

Timeline: May 2013

The NAB will sponsor its annual symposium as a celebration of these projects—and this event will coincide with the deadline for project completion. In addition to sharing their original photos, residents will share photos and lessons about their completed projects.



GOALS & PROJECTS

to achieve strategic vision

- ① Education
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- ③ Beautification/Greening

Evaluating Picture This, Greenville!

Phase	Goals	Evaluation measure(s)
I. Planning & publicity	<ul style="list-style-type: none"> • Outreach 	<ul style="list-style-type: none"> • Attendance at kick-off event
II. Kick-off event & photo collection	<ul style="list-style-type: none"> • Education • Outreach 	<ul style="list-style-type: none"> • Participation in program from all City Council districts • Attendance at photo exhibit
III. Project planning & implementation	<ul style="list-style-type: none"> • Beautification 	<ul style="list-style-type: none"> • Completed plans by all participating neighborhoods • Visible progress toward completed project by all participating neighborhoods
IV. Celebration to share completed projects	<ul style="list-style-type: none"> • Beautification • Education 	<ul style="list-style-type: none"> • Number of completed projects by deadline • Interest in working together on another project and/or forming an association • Attendance at celebration

OTHER PROJECTS

Create a “Resource Book” for new leaders.

Goals: Education; Outreach

Timeline: May 2013

Project partners: N/A

Develop promotional video.

Goals: Education; Outreach

Timeline: May 2013

Project partners: City of Greenville Public Information Office

Write annual guest column in local news outlets. Seek opportunities for semi-regular column(s).

Goals: Education; Outreach

Timeline: May 2013

Project partners: *Daily Reflector*; *Greenville Guardian*; *Greenville Times*; etc.

Identify and request presentations on “green” programs in the City of Greenville.

Goals: Education; Beautification

Timeline: Ongoing

Project partners: Public Works Department; Community Appearance Commission; Keep Greenville Beautiful; FROGGS; Greenville Bicycle and Pedestrian Commission; and Recreation and Parks Department

Hold leadership development workshops.

Goal: Education

Timeline: Ongoing

Project partners: N/A