London Strengthening Neighbourhoods Strategy DRAFT
Work Completed on February 1, 2017 at Boyle Community Centre

Theme 1: Engagement in Neighbourhoods

Strategy 1: Increase awareness of resident-identified neighbourhoods.

Actions:
1. Target under or non-represented neighbourhoods (including newly built or dormant) with engagement opportunities and support including communication, events and facilitation
2. Use the resident-identified neighbourhood names when corresponding with residents and resident associations
3. Create opportunities to celebrate neighbourhood identities both at the neighbourhood level and city-wide

Strategy 2: Encourage and support collaboration and information exchange between neighbourhood associations across the city.

Actions:
1. Regular forum for neighbourhood associations to share information, develop strategies, support ideas and share contact information
   - Resident-led and independent of City involvement

Strategy 3: Support the creation and sustainability of neighbourhood associations.

Actions:
1. Increase outreach to new neighbourhoods – make it intentional, fun and easy through supporting events such as movie night in the park
2. Provide a resource person to support the creation of neighbourhood associations with facilitation, Terms of Reference etc.
3. Identify volunteers within community associations to act as expert advisors for other associations

Theme 2: Communication

Strategy 1: Improve and coordinate communication within and amongst neighbourhoods.

Actions:
1. Install standardized way-finding maps with neighbourhood-relevant information in high traffic locations in neighbourhoods
2. Install resident managed bulletin boards in neighbourhood "bumping places" which are identified on a publicly accessible online map
3. Neighbourhood specific information on waste collection calendar including community association contacts where available
4. Improve neighbourhood maps – interactive with community association contacts where available
5. Continue to improve and promote the NeighbourGood website:
   - Methods for feedback and input on websites tools and templates
   - Maps of associations, contacts
   - Maps of BIA's and other business associations, contacts

Strategy 2: Increase and improve communication between the City of London and residents.

Actions:
1. Adopt plain language for all City documents and communications
2. Create opportunities for residents to regularly share information with City staff and Councillors, at the neighbourhood level with town hall meetings, monthly exchanges of information, etc
3. Create opportunities for City staff and Councillors to share timely information with neighbourhoods/wards in a variety of ways including email, newsletters, community bulletin boards, web apps, mail
4. Explore the development of a content aggregator push driven app that residents can subscribe to, to get "city" information – zoning applications, minor variances, road construction, environmental assessments, emergency alerts, waste collection days etc. that impacts their local neighbourhood
5. Develop a tool to enhance community feedback and input related to city issues, opportunities, etc

Strategy 3: Increase and improve communication between the City of London and neighbourhood associations.

Actions:
1. Increase the availability of City of London contacts for general and specific issues
2. Provide training to City staff and Councillors on how to more effectively engage with neighbourhood associations around community issues
3. City of London, Urban League of London and Neighbourhood Associations hold annual Neighbourhood Conference to share tools, resources, how to's, and expert advice through a variety of workshops and trade fair style booths
4. Explore including neighbourhood associations in the notification process for items such as zoning applications/variances that impact work being done in the association's geographical area of interest

Theme 3: Tools and Resources to Support Neighbourhoods

Strategy 1: Grow the SPARKS! funding program to increase its reach in neighbourhoods across London

Actions:
1. Build the new SPARKS! program: Neighbourhood Decision Making
   - Make the process easier
   - Have the program be more flexible so that the same event or idea can be funded more than once
   - The program should be resident driven – residents determine where the funding goes

Strategy 2: Provide financial support to Neighbourhood Associations.

Actions:
1. Develop a funding model with a clear process and guidelines to support:
   a. the start-up costs of new neighbourhood associations to support engagement and communication (such as initial mail out to all residents in an association's boundaries)
   b. ongoing needs of neighbourhood associations such as - space, technology, accessibility, translations services, communication strategies, signage, and neighbourhood activities
2. Identify a funding source

Strategy 3: Support the development of a virtual hub that stores a variety of tools/resources/ideas/etc that is available for neighbourhoods to access

Actions:

1. Identify a virtual hub/website that could be used to store information that acts as a portal for all tools and resources
2. Create a "Welcome Wagon" toolkit which connects new residents to their neighbourhood
3. Create user guides for communication tools - Mail Chimp, posters, newsletters, social media
4. Develop a directory of contacts – experts or people with experience who volunteer as advisors for associations
5. Seek input and develop new tools based on neighbourhood association/resident ideas such as;
   - "How to… throw a block party, create a Farmers Market"
   - Idea generation – a place that residents can share great ideas, events and activities (what worked, what didn't, tips, etc)
   - Tools and resources that support diversity, inclusion, etc
   - Association governance tools like terms of reference, constitution, creating vision and mission
   - Explore a centralized (online) booking system of venues and assets (spaces for use)
   - Centralized access to communications – Mail Chimp, Facebook, creation of websites
   - Online chat for neighbours/association
   - Develop a program to support the creation of new business associations

Strategy 4: City of London continues to share physical assets such as tents, movie kit, chairs, tables, etc to support neighbourhood events and activities.

Actions:
1. Develop an online booking system to support neighbourhood groups and residents to access the City's physical assets
2. Work with neighbourhood groups and residents to identify additional physical assets that would support neighbourhood events

Strategy 5: Explore shared assets for neighbourhood associations.

Actions:
1. Explore neighbourhood locations to secure small office or storage space where neighbourhood associations can meet and/or store physical assets
2. Support neighbourhood associations to secure storage space both physical and electronic (archive)
3. Neighbourhood associations work together to purchase and share common assets

Strategy 6: Decrease barriers (rules, regulations and cost) to holding events.

Actions:
1. Increase knowledge and awareness of who to contact in order to hold neighbourhood events (for example develop a "how to run a neighbourhood event" tool/web page)
2. Make it easier to find the person with the answers when contacting the City of London

Theme 4: Overarching Strategies

Strategy 1: Evaluate London Strengthening Neighbourhoods Strategy.

> **Actions:**
> 1. Develop an evaluation plan to measure the impact and effectiveness of this plan and all the strategies.
> 2. Develop a process for interested neighbourhood associations and residents to meet annually to assess progress and determine the annual strategies and action steps for the following year

Strategy 2: Develop a plan to broaden engagement with diverse communities.

> **Actions:**
> 1. Develop resources in other languages including Arabic, Spanish and AODA compliant