

NLA Strategic Plan: July 2021 – June 2023

Neighborhood Leadership Alliance:

The Neighborhood Leadership Alliance (NLA) provides a direct and continuing means for Neighborhood Association (NA) constituent participation and input to the City Council from a neighborhood and community perspective. NLA membership consists of one member representing each recognized Neighborhood Association in Bend. Committee members are recommended by each NA's board and appointed by the Mayor with the consent of City Council.

The NLA liaises with the City of Bend through a dedicated staff member, the Community Relations Manager, who assists the NLA in orchestrating and implementing the various projects listed in this strategic plan.

The NLA reports regularly to the City Council, providing updates on projects accomplished or in process and testifying on specific items in front of the Council. The NLA meets with the City Council on at least a bi-annual basis to inform them of accomplishments and projects.

NLA History:

In August 2017, City staff, the Mayor and several City Councilors began working with neighborhood associations through the leadership of the Neighborhood Association Roundtable (NART) to consider a standing, permanent committee to provide neighborhood associations a cohesive structure for bringing issues before City Council and for Council to seek input and recommendations from neighborhood associations in a more consistent and organized way.

NART was asked to discuss the issue and to supply recommendations for moving forward. At its November 2017 meeting, NART selected a sub-group to identify the requirements of such an effort and then research solutions and best practices engaged by communities like Bend. This effort resulted in a draft Mission Statement, a draft set of Policies and Procedures and a draft Code Amendment establishing the NLA. The NLA was established as a formal Advisory Committee of the City Council at the Council's June 2018 Session.

NLA Strategic Plan:

This current 2021-2023 NLA strategic plan builds upon the foundation, accomplishments, and learning of the NLA's first two years as a new Advisory Committee to the Bend City Council. This plan, like the 2019-2021 plan, is aligned with the City Council's biennium goals. The elements of this plan reflect input gathered during the first quarter of 2021 from the following sources: City Council Goal input from Neighborhood Associations, NLA Goal input from Neighborhood Associations, and NLA Goal input from the City Council. A consultant and the Community Relations Manager used this input to draft a set of recommended goals, objectives and actions that NLA members discussed and refined during a 4-hour planning session on May 14, 2021. This 2021-2023 Strategic Plan and Work Plan will guide the efforts of the NLA during the next biennium.

NLA Vision:

The City of Bend and our community work together to address the effects of growth and to sustain a high quality of life for all.

NLA Mission:

To promote trust between neighborhoods and the City by facilitating communication, education and engagement.

NLA Goals and Objectives:

Goal 1 – Serve as a resource to City Council and neighborhoods on matters of community interest.

- A. Track and support community knowledge and understanding of land use.
- B. Work with the City to address neighborhood safety issues.
- C. Continue review of Neighborhood Association boundaries to ensure effective representation for all community members as Bend grows.

Goal 2 – Work with City staff to create processes and opportunities that help increase community engagement, specifically the participation of underserved communities in Neighborhood Associations.

- A. Work with the City to assess the Neighborhood Association system as a conduit of information and representation to create opportunities to engage under-served communities.
- B. Educate and communicate the importance and the roles of the Neighborhood Leadership Alliance and Neighborhood Associations to community members.

Goal 3 – Continue as a conduit for meaningful public engagement between community members, City and Council.

- A. Advocate for the promotion and inclusion of the Neighborhood Leadership Alliance in City governance decisions related to the advisory committee role under the City code.
- B. Work with the City to develop best practices to keep the community informed.
- C. Understand the impact that each committee action will have on our community.
- D. Continue to build and improve upon the Neighborhood Leadership Alliance processes and structure.

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Bend City Council

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City Staff

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Eric King, City Manager
Anne Aurand, Communications Director
Makayla Oliver, Community Relations Manger

NLA Members

And thank you to the members of the NLA for your work on this document and all of the time and effort you've given to the Bend community and the City of Bend to participate on this Advisory Committee.

Hans Jorgensen, Chair (Awbrey Butte)
Lisa Mushel, Vice Chair (Century West)
Kathy Roche (Boyd Acres)
Rev. Morgan Schmidt (Larkspur)
Steve Pine (Mountain View)
Chris Friess (Old Bend)
David Johnson (Old Farm District)
Summer Sears (Orchard District)
Cassie Giddings (River West)
Jim Christo (Southeast Bend)
Karen Bergsvik (Southern Crossing)
Elizabeth Rhodes (Southwest Bend)
Shawn McFadden (Summit West)