

# Neighborhood Engagement

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CITY OF WACO

# Vision, Mission, Values & Strategic Goals

## OUR VISION

To create a workplace where everyone belongs and thrives while **moving forward together.**



## OUR MISSION

To provide exemplary municipal services in a collaborative and transparent manner while honoring the public's trust.



## OUR VALUES

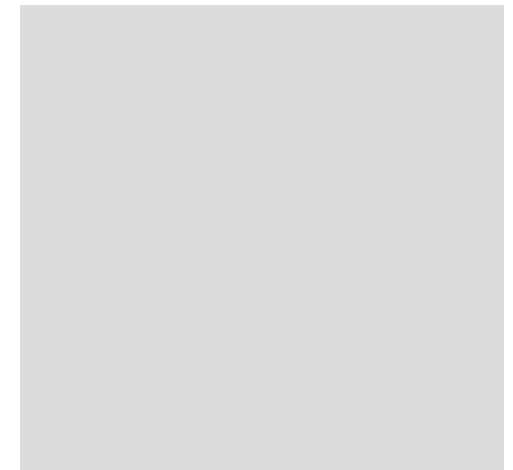
PROMOTE **EQUITY AND INCLUSION** IN ALL THAT WE DO

PROVIDE **EXCELLENT AND INNOVATIVE** SERVICES

SERVE WITH **INTEGRITY**

INVEST IN **PEOPLE**

FOCUS ON **TEAMWORK**



# Vision, Mission, Values & Strategic Goals

## STRATEGIC GOALS



Build a High Performing  
City Government



Create a Culture  
of Equity



Enhance  
Quality of Life



Facilitate Economic  
Development



Provide a Safe  
and Vibrant City



Improve  
Infrastructure



Support Sustainability &  
Resiliency

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# Neighborhood Engagement Overview

- Background/History
- Office of Neighborhood Engagement
- Neighborhood Status & Survey results
- Planned Phases of Neighborhood Engagement

Neighborhood Associations = NAs



# Neighborhood Program History

## Prior Programs & Efforts

- Program first established 1990
- 1990-1995 focused on creating & establishing the NAs
- 1995-1999 focused on NA operations and education
- 1999-2005 re-focused efforts under city manager's office
- 2005-2019 similar services but with lesser staffing
- Oct 2020 Office of Neighborhood Engagement created



# Office of Neighborhood Engagement

## Current Activities

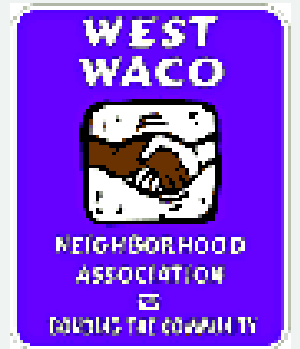
- September 2020 - Announced by City Manager Ford
- Director recruited from existing city staff
  - Melett Harrison – previous work with Neighborhoods
- City Services are still being provided
  - City staff attends meetings, *City Limits* meeting schedules, crime stat reporting, notices of zoning applications & special use applications, boundary signs, and involvement in planning efforts and strategic plan input
  - Annually - up to \$200 printing/postage (Graphics), up to \$200 neighborhood meeting signs (Public Works), 1 free special event permit, 2 free garage sale permits, 3 roll-offs for neighborhood cleanups (2 of those in conjunction with Baylor's Steppin' Out events)
- Hiring one staff person (two-person team)

**Kendrick  
Neighborhood  
Meeting**

**1<sup>st</sup> Monday @ 6 p.m.**

**Kendrick Elementary School**

**All are Welcome!**



# Common Questions / Clarifications

- NAs are independent, autonomous organizations
- A Homeowner's Association (HOA) for an individual subdivision is not the type of neighborhood association that city staff will be working with.
- Most Neighborhood Association areas represent about 5,000 residents



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# Current Neighborhood Association Areas



## Waco Neighborhood Associations

### Legend

- McLennan County
- District
- 1
  - 2
  - 3
  - 4
  - 5
- ALTA VISTA
  - AUSTIN AVE
  - BAYLOR
  - BRAZOS
  - BROOK OAKS
  - BROOKVIEW
  - CARVER
  - CEDAR RIDGE
  - CHINA SPRING (in County)
  - CHINA SPRING (in Waco)
  - DEAN HIGHLAND
  - DOWNTOWN
  - HEART OF TEXAS
  - HWY 84 WEST
  - KENDRICK
  - LANDON BRANCH
  - MOUNTAINVIEW
  - NORTH EAST RIVERSIDE
  - NORTH LAKE WACO
  - NORTH WACO
  - OAKWOOD
  - PARKDALE VIKING HILLS
  - RICHLAND HILLS
  - SANGER-HEIG
  - TECHNOLOG
  - TIMBERCREST
  - UNIVERSITY
  - WEST WACO



0 0.5 1 2 3 4 Miles

N:\Maps\Neighborhoods\Neighborhoods

# Currently Active Neighborhood Associations

## Neighborhood Associations - November 2020

### active

1	Alta Vista
2	Austin Avenue
3	Baylor
4	Brook Oaks
5	Brookview
6	Cameron Park
7	Carver
8	Cedar Ridge
9	China Spring
10	Downtown
11	Hwy 84 West
12	Kendrick
13	Landon Branch
14	North East Riverside
15	Sanger Heights
16	University

### not active

1	Dean Highland
2	Heart O Texas
3	Mountainview
4	North Lake Waco
5	North Waco
6	Oakwood
7	Parkdale Viking Hills
8	Richland Hills
9	Technology Village
10	Timbercrest
11	West Waco

# Recent Survey of Neighborhood Associations

Surveys were mailed and emailed to all Neighborhood Associations *(contact info for 19 of the 26-27 NA areas)*

## Survey questions included:

- Do you consider your NA active?
- How many meetings in 2019? In 2020?
- Frequency of meetings (pre-Covid)
- Do you communicate with members via Social Media tools?
- Do you communicate with members via Email?
- Current membership level?
- Resume meetings again once Covid restrictions are lifted?
- Concern NA may not meet after Covid?



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# Survey Results (15 of 19 returned)

- Do you consider your NA active? 13 YES 2 NO
- How many meetings in 2019?
  - Total – 79 NA meetings
- How many meetings in 2020?
  - Total – 30 NA meetings
  - Seven NAs did not meet in 2020



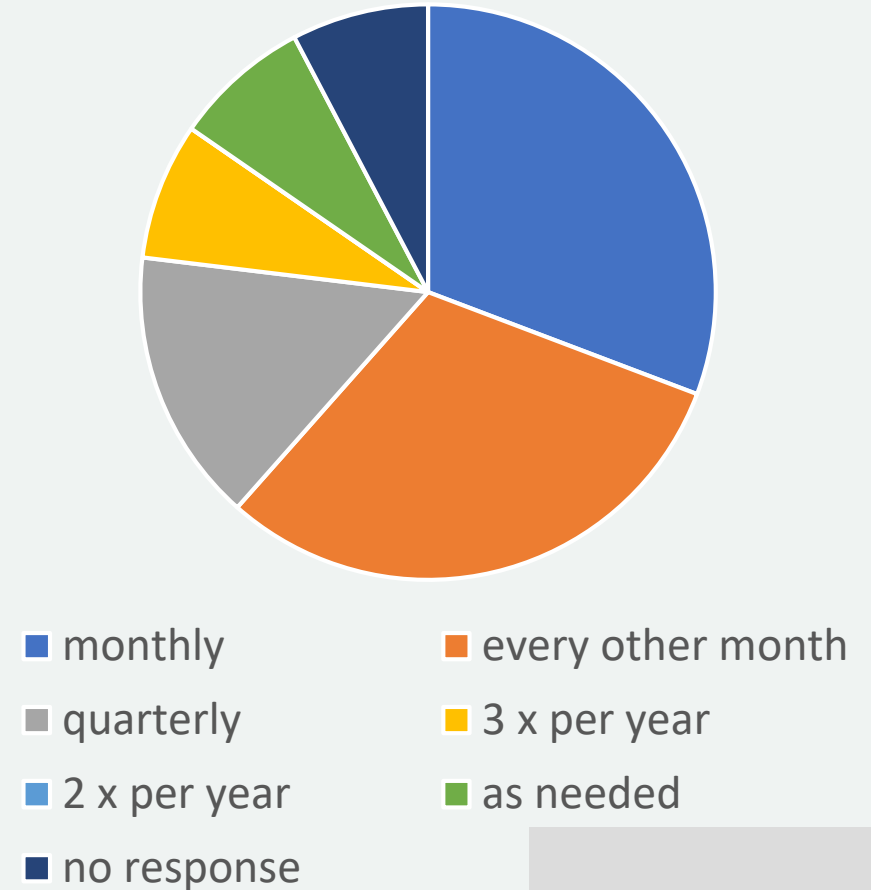
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# Survey Results

## Frequency of meetings (pre-Covid)

- Monthly – 4 NAs
- Every other month – 4 NAs
- Quarterly – 2 NAs
- 3 times per year – 1 NA
- As needed – 1 NA
- No response – 1 NA

# of NAs reporting = 13



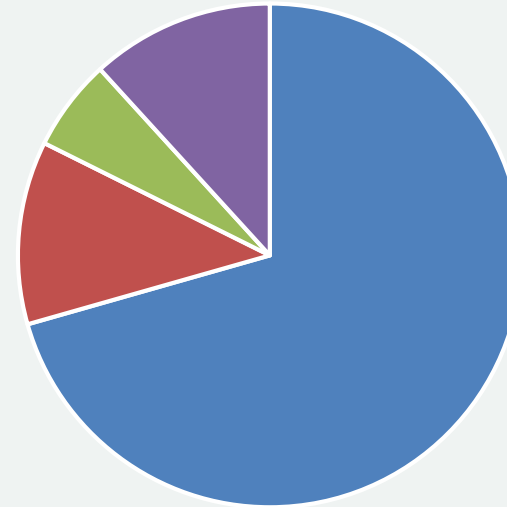
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# Survey Results - communications

- Use of Social Media tools?

- Facebook – 12
- Nextdoor – 2
- Website – 1
- None - 2

# of Social Media Users = 12



■ Facebook ■ Nextdoor ■ Website ■ none

- Do you communicate with members via Email?

YES 12

NO 3



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# Survey Results - membership

- What is your current dues paying Membership level?

No members - 4

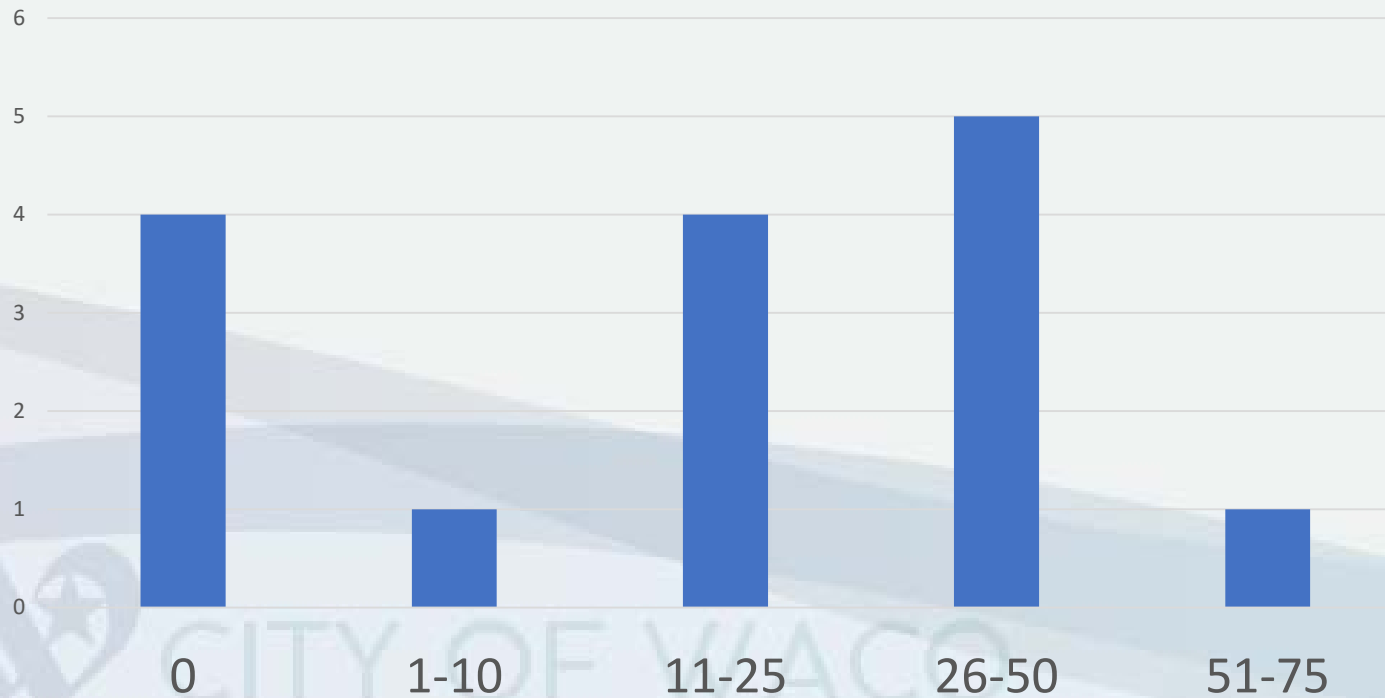
1-10 members - 1

11-25 members- 4

26-50 members – 5

51-75 members - 1

Neighborhood Membership Levels



# Survey Results

- Resume meetings again once Covid restrictions are lifted?  
YES 11     Unsure 3
- Concern NA may not meet after Covid?  
YES 2     Unsure 4



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# Neighborhood Engagement – Initial Goals

- **Reconnect**
- **Revive**
- **Resource**



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# Phases of Neighborhood Engagement

- **Phase 1 - Reconnect** – with existing NAs
  - Be “point of contact” for resolving questions, issues and helping with awareness of city operations and activities



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# Phases of Neighborhood Engagement

- **Phase 2 - Revive** – currently inactive NAs
  - Continues all efforts of Phase 1
  - Development of **Grant Program**
    - Program parameters need to be created & set
    - Communicating with Waco Foundation & Grassroots to avoid duplication of efforts



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# Phases of Neighborhood Engagement

- **Phase 3 - Be a Resource – to all NAs**
  - Continuation of Phases 1 & 2
  - Educating NAs on how to use city resources and platforms
  - Development of “City 101” or “Citizen’s University”
    - Name TBD
    - Helping residents learn how the city works and who to contact about various questions
    - Will be heavily coordinated with various depts
    - Good resource for those interested in being more involved with the city via boards and commissions



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**Thank you**

**Office of Neighborhood Engagement**

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**City of Waco Neighborhood Associations**