

D. CITY SUPPORT TO NEIGHBORHOOD ASSOCIATIONS

In this section, you will find details about the ways the City of Salem provides support to neighborhood associations. Since a part of the explicit function of the Department of Community Services, Community Resources/Recreation Division, is to provide support for the neighborhood associations, most of the support described in this section originates from this Division. Please note, however, that all of the City departments are committed to helping neighborhood associations get the information they need in order to be effective. Salem Revised Code 64.270 (see appendix M1) outlines the responsibilities the City of Salem has to neighborhood associations.



COMMUNITY RESOURCES/RECREATION DIVISION

SUPPORT (Nuts & Bolts)

D1

According to Salem Revised Code 64.270, (See M1) the City has certain responsibilities to neighborhood associations. Here is a summary of some of the ways in which those obligations are carried out.

FRIDAY PACKETS

Every Friday the Community Resources/Recreation Division mails a packet to each neighborhood association Chairperson. The packets generally include the following: City Council agenda and staff reports, neighborhood association meeting calendar, City of Salem meeting calendar, Planning Commission and/or Hearings Officer agendas, and other items pertaining to neighborhoods generally, and some items specifically for your neighborhood.

Once a month, the packets also include the *Salem Community Connections* newsletter, SNI agenda and minutes, Citizen Advisory Traffic Commission (CATC) agenda and minutes, and other task force agendas. Neighborhood association chairpersons also receive any information that is mailed to their association's committee chairs.

When you review the materials in the packet, you can determine the level of attention each item needs. You can then refer the items to someone on your board to do the follow-up.

LAND USE MAILINGS

Also on Friday, a mailing is sent to each Land Use Committee member. The mailing generally includes: Hearings Officer and/or Planning Commission agendas, information on land use issues referred to all neighborhood associations (zone code, comprehensive plan, etc.), a list of open land use applications, and information on land use cases in your neighborhood.

TRAFFIC COMMITTEE MAILINGS

Mailings to Traffic Committee members occur on an as-needed basis and include Citizen's Advisory Traffic Commission (CATC) agenda and copies of staff reports on traffic issues.

PARKS COMMITTEE MAILINGS

Mailings to Parks Committee members also occur on an as-needed basis. Packets generally include the Salem Park and Recreation Advisory Board agendas, monthly parks damage reports, and staff reports on park issues.

MEETING NOTICES

Each week the Community Resources/Recreation Division compiles a calendar of neighborhood association meetings for the following week. A meeting notice and agenda are sent to each person on the appropriate neighborhood association mailing list. The minutes of the last meeting and other pertinent information are included as available, along with a copy of *Salem Community Connections* once each month. The notices are generally mailed on Thursday.

NEIGHBORHOOD LIAISONS AND NEIGHBORHOOD SERVICES COUNSELORS

Every neighborhood association has a Neighborhood Liaison and a Neighborhood Services Counselor assigned to assist them. Their roles and responsibilities are outlined in Section D5.

Salem Community Connections

Once each month, the Community Resources/Recreation Division prepares the *Salem Community Connections* newsletter, outlining information on issues of general interest to neighborhood associations and other community members, with a focus on opportunities for involvement. The newsletter is widely distributed to interested neighborhood association members. It is also posted on the City's Web page and sent via e-mail to all City and Marion County employees.

Issue Focus

On an "as needed" basis, the Community Resources/Recreation Division prepares a short newsletter called an *Issue Focus*. This newsletter provides timely and relevant information on a particular issue facing neighborhood associations. The topics for an *Issue Focus* are not pre-planned, but are identified as it becomes apparent that several or all neighborhood associations need more information on a topic in order to be successful. (Examples include: Input to City Capital Improvement Program (CIP), budget, transportation, parks, or land use planning processes.)

ROSTERS

The Community Resources/Recreation Division maintains rosters of all neighborhood associations' executive boards and committees. Rosters of neighborhood association chairpersons, land use chairs, parks chairs, police-neighborhood liaisons, and traffic chairs are also kept. **It is important to notify the Community Resources/Recreation Division of changes in board membership or assignments so rosters and mailing lists can be kept current.**

CHAPTER 64 ANNUAL REVIEW

The neighborhood association program is governed by sections of Salem Revised Code, (SRC) Chapter 64. This chapter outlines the purpose of the program, the responsibilities of the City and each neighborhood association, and the provisions for City recognition of a neighborhood association. Officially recognized neighborhood associations are provided staff support, a newsletter, and other support services. Officially recognized neighborhood associations also receive referrals from City staff, have a role in public hearings, and have appeal rights, especially on land use issues.

In order for a neighborhood association's City-recognized status to be continued each year, SRC 64.310 requires that its compliance with SRC 64.280 be reviewed at Planning Commission within 60 days of its annual meeting. A simple form is sent to the chairperson which details SRC 64.280 requirements and allows explanation of any point, if necessary (see M2 for sample form).

Planning Commission generally meets the first and third Tuesdays of each month at 5:30 p.m. in Council Chambers. Neighborhood association reviews are scheduled near the beginning of the meeting as a work session. A Neighborhood Services Counselor and the neighborhood association chairperson or designee attends. The chairperson or designee is given the opportunity to speak about anything related to the review, and/or other issues/projects that he/she would like the Planning Commission to know about. The Planning Commission then makes a recommendation to City Council as to whether to continue the City recognized status of the neighborhood association.

See M1 for text of SRC Chapter 64.

RECORD KEEPING

The Community Resources/Recreation Division maintains files on each neighborhood association as its permanent record. The files include copies of meeting notices/agendas, attendance sheets, minutes, correspondence, and other written material prepared by the association. Items typed or printed by the Community Resources/Recreation Division are also placed in the file. Neighborhood associations are required to provide the City with a copy of all meeting minutes. The association's secretary may also keep a current file.

NEWSLETTER PROCEDURES

The City assists each City-recognized neighborhood association with the production and distribution of one newsletter each year. Production of the annual neighborhood association newsletter takes an average of nine weeks from the time the material is submitted until the newsletter is received in homes. The Community Resources/Recreation Division schedules the newsletter production input and provides desktop publishing, printing, and mailing services.

Each association's annual newsletter is distributed to the occupant of each mailing address within the neighborhood as well as vacant lot owners and businesses. All City Council members and local state legislators also receive a copy of each newsletter.

COUNCIL POLICY ON NEIGHBORHOOD NEWSLETTERS

D2

PURPOSE

The purpose of the policy is to provide a framework for the publication of neighborhood newsletters using City resources. The intention of the policy is to provide clear, specific guidelines which provide flexibility in administering the program and which are easily understood. Neighborhood newsletters published without use of City funds are not covered by this policy.

DEFINITIONS

Neighborhood Newsletters: An annual publication designed to distribute neighborhood news for broad distribution announcing the neighborhood Annual meeting and funded by the City.

Neighborhood Newsletter Committee: A group of people designated by the neighborhood association to have responsibility to oversee the editing and publication of the neighborhood newsletters and other communications. The neighborhood newsletter editor is a member of that committee and seeks direction for the newsletter from that committee.

AVAILABILITY OF CITY RESOURCES

Each neighborhood association shall publish at least one neighborhood newsletter to announce the neighborhood annual meeting each year, utilizing the neighborhood association's allocation for newsletters (as determined by the printing and postage budget for neighborhood newsletter in the Community Resources/Recreation Division budget). This publication shall be sent to all residents, businesses and non-resident vacant lot property owners, as outlined in SRC 64.320.

NEIGHBORHOOD AND CITY RESPONSIBILITIES

1. The Neighborhood Association responsibilities are:
 - a. To provide research, writing, editing for articles submitted for the newsletter.
 - b. To appoint a Newsletter Editor/Newsletter Committee to oversee the neighborhood's responsibilities.
 - c. To provide copies of neighborhood newsletters to anyone requesting them.
 - d. Subject to the limitations specifically prohibited by law, neighborhood association (NA) boards must have final approval of neighborhood newsletters prior to printing:
 1. Neighborhood Association boards should decide which articles are included.
 2. Neighborhood Association boards need to know before printing what City staff wants to add, modify or delete or have legal concerns about.
 3. More lead time is needed (60-90 days) to prepare newsletters so there is adequate time for preparation and reviews of the product.

2. The City's responsibilities are:
 - a. To provide coordination of publication done by the City.
 - b. To provide typesetting, graphics support, and coordination for neighborhood newsletters solely funded by the City.
 - c. To provide mailing lists of absentee owners and businesses when required for notification in SRC 64.340 and in "a" above.
 - d. To provide occasional educational assistance in the production of neighborhood newsletters. City Staff should include information on NA newsletters for new NA board members as part of their orientation.
 - e. To review content for such things as: basic electioneering, libel/slander, accuracy of facts relating to city projects/studies.
3. Review of newsletter content is the shared responsibility of NA Boards and City Staff.

CONTENT

1. Material included in newsletters is subject to the limitations outlined in this policy. Each NA will determine the content of its own newsletter.
2. Material can be submitted from the following sources:
 - a. The neighborhood association or any of its general members may submit material to the neighborhood Newsletter Editor/Newsletter Committee. Anyone in the neighborhood can submit opinion (or other) articles.
 - b. City departments or agencies contracting with the City to provide City services may submit material directly to the neighborhood Newsletter Editor/Newsletter Committee or to the Newsletter Coordinator in the Department of Community Services.
 - c. Other organizations or agencies, such as schools, community schools, churches or civic groups, may submit material to the neighborhood Newsletter Editor/Newsletter Committee or, if submitted to the Newsletter Coordinator, is subject to the approval of the neighborhood Newsletter Editor/Newsletter Committee.
3. Material from City sources that is required by agencies providing funds for neighborhood newsletters will have priority for up to one-fourth of the usable space.
 - a. Upon request, the Newsletter Coordinator will provide other City-originated material to the neighborhood association. The neighborhood association will determine its relevancy to the individual neighborhood, timeliness, and conciseness.
4. City staff and City Council members should encourage persons concerned with Neighborhood Association newsletter content to resolve the issue directly with the author and/or the Neighborhood Association.

EDITORIAL GUIDELINES

1. Editorial guidelines are intended to allow publication of all materials except those limited by this policy or specifically prohibited by law. Neighborhood Newsletter Editors/-Newsletter Committees should use common sense, responsible judgment, and good taste in determining the content of neighborhood newsletters and other communications.
2. Election material may include an impartial (equitable, fair, unbiased and dispassionate) simple, factual description of the issue. It must not advocate about (promote or oppose) a measure or candidate. The material must contain a balance of factual information. It cannot lead the reader to support or oppose a measure or candidate by selective use of factual material, even if this material does not expressly urge a yes or no vote.
3. Neighborhood newsletters should include a complete list of the officers and/or members of the executive board with addresses and/or phone numbers. Other communications should include the name of at least one contact person in the neighborhood association. The name of the neighborhood association shall be included in all newsletters. Schedules of regular meetings of the neighborhood should be included in newsletters.
4. Neighborhood newsletters must include a summary of neighborhood actions and activities. The summary may appear in an article under the by-line of the neighborhood association chair or other neighborhood person.
5. It is the NA's discretion as to whether to include an opinion article. If opinion articles are to be included, we recommend to Neighborhood Association boards that they consider having a separate page or section specified as "opinion." All opinions must include the author's name and a contact telephone number.

Neighborhood Associations should include a disclaimer in its newsletters that these opinions do not necessarily represent the opinion of the neighborhood association; the City should continue its disclaimer and enlarge the print size.

6. All material submitted must include the author's name, including official titles to any elected or appointed governmental or political positions. The author's name may be published with the article as directed by the Newsletter Editor/Newsletter Committee.
7. Any individual who feels that he/she has been misquoted may submit material for the correction to appear in the following communication.
8. When any question arises as to whether or not material may be libelous, the material will be submitted to the City Attorney for an opinion, whose decision shall be final.
9. No advertising should be included in City-funded newsletters in order to maximize room for articles. Public service announcements can be included.
10. No copyrighted material from other publications may be reprinted except with written permission of the appropriate party or except where it specifically states that the material may be reprinted without permission.

NEWSLETTER POLICY CHANGES

1. When changes in this policy document are needed, a newsletter task force will be formed to provide guidance and advice on newsletter policy. The task group will be composed of:
 - a. Any representatives from different neighborhood associations, with at least three neighborhoods represented, selected through Salem Neighborhoods, Inc.
 - b. The Public Information Officer, as a representative of the City Manager's office.
 - c. The Community Services Administrator, who shall be responsible for calling the meetings.
 - d. The Newsletter Coordinator.

Adopted by Salem City Council, December 9, 1996

ROLE OF NEIGHBORHOOD SERVICES COUNSELOR D3

A Neighborhood Services Counselor is a professional skilled in communication, group dynamics, governmental processes, problem solving, and working with local citizenry.

Neighborhood Services Counselors provide centralized services to all neighborhood associations. It is the responsibility of the Neighborhood Services Counselor to see that information—both substantive and procedural—is provided to neighborhood groups and that information regarding neighborhood association concerns is provided to City staff. While the list below is not meant to be all-inclusive, it does represent a cross-section of duties that the Counselors can perform. See the matrix on D5 for a more complete list of the counselors' roles.

1. ADMINISTRATIVE SUPPORT TO NEIGHBORHOOD GROUPS

- a. Meeting notices, mailing
- b. Permanent Records/Files
- c. Newsletters
- d. Fliers

2. TECHNICAL ASSISTANCE (neighborhood associations, Liaisons, and other City staff)

- a. Group dynamics, meeting process.
- b. Group sustainability — recruitment, orientation, involvement.
- c. Communication Techniques
 - (1) With Neighbors
 - (2) With Neighborhood Leadership
 - (3) With City
- d. Process/procedures for democratic decision-making.
- e. Information on problems and concerns of neighborhood groups.
- f. How individual neighborhood groups work.



3. ASSIST NEIGHBORHOOD LIAISONS WITH RESEARCH ISSUES

- a. Provide background on neighborhood involvement to City staff.
- b. Provide research sources on issues requested by neighborhoods (e.g., city codes/case files).

4. TRAINING OF GROUPS AND INDIVIDUALS, BOTH FORMALLY AND INFORMALLY

- a. Orientation for neighborhood association Chairpersons.
- b. Group orientation of new neighborhood association Board Members.
- c. Orientation for Neighborhood Liaisons.
- d. Organize special events, workshops, and forums on city-wide basis
- e. Police officer training relating to neighborhood association presentations

Neighborhood Liaisons are City upper management personnel who serve as a resource at neighborhood association meetings. Each Neighborhood Liaison is assigned to provide assistance to one neighborhood association. These professionals are skilled in communication, governmental processes, and problem solving. They serve as the eyes and ears of the City Manager in promoting community governance in the City of Salem.

It is the responsibility of the Neighborhood Liaison to attend at least one neighborhood association meeting each month, and to see that inquiries made during these meetings are followed up by the appropriate City staff. A complete listing of their duties is found in the following matrix.

	Neighborhood Association	Staff Liaison	Community Resources/Recreation Division
GENERAL	Independently organize	Represent the City	Represent the City
	Neighborhood focal point	Facilitate communication between the City and the neighborhood associations	Facilitate communication between the City and the neighborhood associations
	Self-initiate projects	Link neighborhood associations with appropriate City staff	Link neighborhood associations with appropriate City staff
	Promote neighborhood involvement/participation	Promote community involvement/participation	Promote community involvement/participation
	Work for community-based solutions	Provide information on City processes	Provide an orientation to City processes
	Provide local input and recommendations on issues to Boards, Commissions, and the City Council	Clarify City information	Clarify City information Produce monthly <i>Salem Community Connections</i> and periodic <i>Issue Focus</i> publications
	Coordinate with Watershed Councils whose boundaries overlap with the neighborhood associations		
MEETINGS	Set meeting schedule	Attend one neighborhood association meeting each month	Attend meetings annually or on request to do Board orientation
	Make space arrangements except for schools		Assist with space arrangements and make school reservations
	Make arrangements for speakers	Assist neighborhood association with arranging for speakers	Provide resource assistance for speakers
	Conduct meetings	Participate in meeting/discussions	
	Distribute materials		Provide materials for meetings and to Liaison
	Appoint key people for follow-up on issues	Initiate follow-up from City on issues	Provide resource assistance and get key issues from Liaison to track reports
		Attend quarterly Liaison meeting	Support for quarterly Liaison meeting
	Attend Salem Neighborhoods Inc. meeting when appropriate (Chair or representative)	Appointed Liaison attends SNI meeting	Provide assistance upon request

	Neighborhood Association	Staff Liaison	Community Resources/Recreation Division
AGENDAS/ MINUTES	Set agendas. Provide to City	Receive copy of minutes from Community Resources/Recreation Division	Print/mail agenda packets
	Record and maintain own minutes. Provide to City		Produce weekly calendar
			Provide calendar to newspaper and post on Internet (www.cityofsalem.net)
			Maintain permanent files
OTHER	Research issues	Periodic assistance and reference	Periodic assistance and reference
	Develop own correspondence	Coordinate with other departments for technical assistance	Provide historic data (neighborhood association records)
	Provide copies of correspondence and other materials for files to City	Awareness	Help with copies
	Communicate roster changes and meeting date/time/location changes to Community Resources/Recreation Division	Awareness and/or assistance with roster and meeting information	Maintain permanent files
	Appoint newsletter editor; responsible for articles, layout, final review.	Awareness of newsletter progress	Maintain rosters/ mailing lists of neighborhoods
	Request Board orientation materials.	Awareness of Board orientations	Maintain neighborhood meeting schedule
	Complete forms for Chapter 64 neighborhood association review and appear at Planning Commission.	Awareness of Chapter 64 review	Newsletter coordination, printing and mailing Maintain generic articles
	Pick up City Budgets, CIPs, City materials, etc., from City Hall.	Awareness and assistance in delivery of any materials provided for neighborhood associations.	Maintain and supply orientation materials for neighborhood associations. Provide orientations.
	Create flyers for special events.	Awareness of special events, flyers.	Coordinate Chapter 64 neighborhood association annual review and attend the Planning Commission meeting.
			Pick up City Budgets, CIPs, etc., from Finance, etc. and prepare for distribution.
		Print flyers, etc. within budgetary limits.	

	Neighborhood Association	Staff Liaison	Community Resources/Recreation Division
Clarifications	The neighborhood association provides a local forum in which residents may deliberate on issues which are important to them, and it provides a recognized vehicle for communicating residents' views on these issues to the City. The philosophy behind the City-recognized neighborhood association program is that people who are affected by decisions of government deserve to be included in the decision-making process.	The Liaison does not provide legal opinions, advocate for the neighborhood association's position, or drive the issues that the association deals with. A Liaison provides support and communication between the City and the City-recognized neighborhood association.	The Community Resources/Recreation Division continues to provide services to all City-recognized neighborhood association through orientations, trainings, publications, mailings, etc. The Division also coordinates the individual neighborhood association's annual newsletter.

ROLE OF NEIGHBORHOOD SERVICES ANALYST **D6**

The Neighborhood Services Analyst is a professional skilled in community-based problem-solving and methods for building community capacity to address a wide variety of issues. The Neighborhood Services Analyst assists with the primary coordination of the Neighborhood Response Efforts (NRE) currently occurring in the Southeast Salem (SESNA) and Highland neighborhoods (see J19 “Neighborhood Response Effort” for more information).

The Neighborhood Services Analyst works through the NRE to connect local government and community resources with identified neighborhood needs and opportunities. This person works closely with various members of the neighborhood and outside community groups to create new relationships and fortify existing ones, as well as providing support and general coordination to the NRE leadership teams, known as “Steering Committees”.