



CITY OF SALEM

585 Liberty St SE
Salem, OR 97301

Staff Report

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TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Norman Wright, Community Development Director

SUBJECT:

Neighborhood Partnership Program

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

ISSUE:

Annual Report on the Neighborhood Partnership Program. Applications for 2019-2020 Partnership are due by November 1, 2018.

RECOMMENDATION:

Information only.

SUMMARY AND BACKGROUND:

1. In addition to providing support to the neighborhood associations, the City collaborates with two neighborhood areas focusing on community building through the Neighborhood Partnership (NP) Program. The NP was launched in 1997 to address a specific neighborhood that was requiring a disproportionate amount of City resources.
2. Neighborhood Areas are selected through a competitive application process. Whatever the challenges may be, through the NP, partners focus on the neighborhood's strengths to solve them. The process is made possible when residents, property owners, renters, schools, businesses, nonprofits, churches, local government, community groups and others work together to support a neighborhood area.
3. Positive changes have included increased crime prevention efforts, education and empowerment of citizens, cleaner streets and parks, support for youth and the equivalent of thousands of dollars

in leveraged contributions. In addition, neighbors and partners report more neighbors talking to and watching out for one another, enhanced awareness of neighborhood resources and overall improved livability.

FACTS AND FINDINGS:

1. Currently, the two neighborhood areas receiving direct City support through the Partnership Program are Community and Partners of East Salem (CaPES), which includes the East Lancaster, North Lancaster, Lansing and Northgate neighborhoods, and the Edgewater District of West Salem.
2. With a working budget of \$5,600 in calendar year 2017, the Partnership Program leveraged \$325,449 in combined donations, volunteer and in-kind contributions for the CaPES and Edgewater areas. This is a 213% increase over four years (Attachment 3).
3. During their time together CaPES partners have collaborated on a wide variety of efforts to strengthen East Salem Neighborhoods including neighborhood celebrations and activities, community gardens, weekly coffee hours, exercise groups, afterschool programs, skills classes and cleanup projects. The group has also helped to install seven Little Free Libraries in East Salem, a part of town where none previously existed. The group has just completed their 4th annual East Salem Bike Rodeo and is planning for their 8th annual Day of Play. The group is also incorporating more HEAL (healthy eating active living) elements into their efforts.
4. While the full impact CaPES efforts have had on these neighborhoods is difficult to conclude, some indicators of community change can be found in the 2017 CaPES Neighborhood Profile (Attachment 1). The profile includes a summary of partnership goals and actions, as well as statistics for the ELNA, NOLA and Lansing Neighborhood Areas including shifts in homeownership versus rental housing, changes in demographics, crime trends and park vandalism.
5. In addition to supporting the needs of Edgewater neighbors through projects like resource lists, information hubs, Nuestra Casa (a learning/community center), neighborhood cleanups, town hall events and after school activities, the Edgewater Partners showcase this unique part of West Salem to the rest of the community. The group just held their 5th Annual Super Saturday to celebrate Edgewater. On July 5 the Edgewater Farmers Market opened and will operate for 13 weeks this season. And for more than two years the group has been showing off Edgewater and connecting neighbors through monthly Walking Cruises around topics such as history, art, tiny houses, urban gardens and more.
6. While the full impact Edgewater Partners efforts have had on West Salem, specifically the Edgewater District, is difficult to conclude, some indicators of community change can be found in the 2017 Edgewater Area Neighborhood Profile (Attachment 2). The profile includes a summary of partnership goals and actions, as well as statistics for Edgewater and West Salem including shifts in homeownership versus rental housing, changes in demographics, crime trends and park vandalism.

CONCLUSION:

The Neighborhood Partnership Program has been successful over the past 21 years in bringing neighbors, community leaders, and local government together to build stronger neighborhoods. All of the neighborhood areas that have been involved in the Partnership Program are still actively building community in their neighborhood areas in some capacity.

Partnership applications are available through November 1 for anyone with ideas about how to collaborate in making their neighborhood a cleaner, safer and more enjoyable place to live (Attachment 4). The applications are evaluated by City staff from various departments, scored based upon demonstrated neighborhood need, measurable goals and readiness of partners to work with the City in addressing them.

Brady Rogers
Neighborhood Enhancement Administrator

Attachments:

1. 2017 Community and Partners of East Salem Neighborhood Profile
2. 2017 Edgewater Area Neighborhood Profile
3. Neighborhood Partnership Program Leveraged Contributions
4. Neighborhood Partnership Program Application