The Strong Neighborhoods Impact Council is a United Way of the Wabash Valley initiative designed to implement a Collective Impact methodology for connecting the community by supporting strong neighborhoods throughout the 6-county service area of UWWV. We believe that by providing effective strong neighborhood programs, we can help break the cycle of generational poverty and bring more households to financial stability.

STRONG NEIGHBORHOODS IMPACT COUNCIL STRATEGY GUIDE

The Strong Neighborhoods Impact Council aligns its efforts with the UWWV Strategic Plan and the bold community goal to **move 10,000 families out of financial struggles and into stability!**

Strong Neighborhoods Vision:
A community of safe, vibrant, and inclusive neighborhoods.

Strong Neighborhoods Success Mission:
Partner with residents and organizations to build thriving neighborhoods where residents feel safe and connected to one another.

We Believe That:
- Families living in thriving neighborhoods will have greater financial stability.
- Resident participation and engagement is crucial to neighborhood growth and stability.
- Neighborhoods grow stronger when we discover and build upon their unique strengths.
- Defining a neighborhood's publicly accepted identity brings with it a great amount of power in shaping its future development.[1]

Measurements
Our team and volunteers will assess neighborhoods through a resident survey and data collection methodology. These two components will allow our Strong Neighborhoods Council to identify "starting condition" and score, then measure if initiatives and programs are creating positive change.

Resident Surveys: A simple, repeatable, resident survey will assess neighbors' perceptions of safety, connectedness, and local services. Assessment will score 1 to 10.

Data Collection: A simple, repeatable data collection and/or observational surveying of the landscape of the neighborhood will include abandoned housing, empty lots, community centers, businesses and infrastructure (such as sidewalks, lighting). Assessment will score 1 to 10.

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[1] Hertz, "How Urban Geometry Creates Neighborhood Identity"; January 23, 2017; http://cityobservatory.org/how-urban-geometry-creates-neighborhood-identity/

Objective: **Safe, Vibrant, and Inclusive Neighborhoods**

Strategy A: **Enhance "*Look and Feel*" by addressing Public Safety, Blight Elimination, and City-Service Improvements**

Tactics:
- *Organize and conduct "Neighborhood Clean-up" Days as partnerships with local business and city services.*
- *Invest in neighborhood-developed/supported home improvement opportunities and projects.*
- *Explore Community-Oriented-Policing and/or Neighborhood Watch programs through partnerships with local law enforcement and neighborhood leadership.*
- *Engage local government to improve neighborhood services associated with streets, sidewalks, streetlight, etc.*

Strategy B: **Grow Communication in the Neighborhoods**

Tactics:
- *Assist current neighborhood stakeholders in creating new opportunities for communication and support/strengthen existing communication.*
- *Identify neighborhood leaders and build communication networks and methodologies supported by the local residents.*
- *Provide funding for neighborhood-developed gatherings (block parties, farmers market, garage sales, etc.), communication enhancements, and other neighborhood innovations.*

Strategy C: **Build Neighborhood Identity/Branding**

Tactics:
- *Assist in implementation of "gateway elements" that indicate entrances to neighborhoods including planters, signage, etc.*
- *Foster implementation of an identifiable "neighborhood center" where people go to gather.*
- *Regular "Community Conversations" and "Street Walks" with neighborhood leaders; follow-up to develop an association to consider and act on neighborhood needs.*

Strategy D: **Build or Engage Neighborhood Anchors**

Tactics:
- *Create opportunities to retain and increase space for small and local neighborhood businesses; assist funding for projects to bring new neighborhood-driven anchors such as small grocers, community centers, and parks*
- *Engage with existing anchors for greater involvement in the neighborhood by supporting, for example, expansion/development of after-school programs, community centers, and quality child care, or other business opportunities.*
- *Foster partnerships and build opportunities with community-anchor institutions (hospitals, universities, public institutions) to build mutually beneficial local ecosystems*