



2008 Annual Awards Program

Program Excellence Awards Nomination Form

Deadline for Nominations: March 14, 2008

Complete this form and attach to your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (select only one)

- Community Health and Safety
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program being nominated: The Good Neighbor Program

Jurisdiction where program originated: City of Phoenix

Jurisdiction population: 1.5 million

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented by or before January 31, 2007 to be eligible. The start date should not include the initial planning phase.)

Month: January Year: 2006

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Richmond, Virginia, September 2008. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Frank Fairbanks

Title: City Manager Jurisdiction: City of Phoenix

Name: Jerome E. Miller

Title: NSD Director Jurisdiction: City of Phoenix

Name: _____

Title: _____ Jurisdiction: _____

SECTION 2: Information About the Nominator/Primary Contact

Name of person who should be contacted with questions regarding the nomination:

Jerome E. Miller

Title of nominator: NSD Director Jurisdiction of nominator: City of Phoenix

Street address: 200 W. Washington St., 4th Floor

City: Phoenix State/Province: AZ

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Leaders at the Core of Better Communities

ICMA 2008 Annual Awards Program – Program Excellence Awards

Community Partnership Awards - The Good Neighbor Program in Partnership with Valle del Sol

Problem Assessment

In the last several years Phoenix has grown to become the fifth-largest city in the U.S. with a population of 1.5 million which is economically and culturally diverse. The City of Phoenix Neighborhood Services Department (NSD) since its inception has been charged with creating innovative programs that engage residents, encourage community participation and sustainability within Phoenix's diverse communities. NSD created the Good Neighbor Program (GNP) with a mission to increase community participation in neighborhood improvement activities by creating a setting that is inclusive to all and helps residents identify with their neighborhood through a series of education and awareness classes.

Over the years, GNP has been used to help rejuvenate communities. In 2005, the department renewed the program by partnering with a local non-profit agency, Valle del Sol Community Power Program to reach an even greater number of residents. The renewed program was the first time that a non-profit partner had been approached to help strengthen the programs community outreach efforts. The expectation was that this partnership would help increase resident participation in communities that historically had not been engaged in community problem solving activities and neighborhood improvement efforts.

With the support of Phoenix Mayor Phil Gordon and the City Council, NSD in December 2005 selected the West Phoenix Revitalization Area (WPRA) to launch the renewed program. The WPRA is a 50 square mile area that reflects a diverse population with varying cultural and socio-economic backgrounds. Together NSD and Valle del Sol Community Power Program worked to develop emerging leaders within the WPRA as a way to provide a catalyst for sustainable improvements.

Program Implementation and Costs

One of the main program objectives in the partnership was to develop an environment that increased resident participation in neighborhood improvement activities in a comfortable environment while helping residents identify and access community resources and services provided by the city of Phoenix. The program uses a variety of tools to communicate critical information to residents, including offering a series of ten free community based classes over a 10-week period facilitated by city staff. In addition, guest speakers were brought in to share their expertise with participants and both videos and written materials were offered in Spanish and English to assist in communicating the programs fundamental principals.

Another important program objective of the renewed GNP was to reduce and remove resident fear of accessing government resources by creating a safe environment where all residents' opinions are welcomed and valued. This was accomplished by providing Spanish speaking residents with translation services, partnering with other local non-profits, schools and community centers to hold classes at convenient locations for residents, and by providing child care services for class attendees. The program also stressed the importance of making personal contact with GNP participants by following up on resident concerns and building trust.

Valle del Sol received a \$6,000 grant from the Kellogg Foundation to provide funding for the workshops. The grant provided funding for childcare services that were offered to residents during training, workshop materials, translation services for Spanish speaking residents, and refreshments were provided. The costs for facility fees and staffing where not included in the grant.

Tangible Results or Measurable Outcomes

The Good Neighbor Program in partnership with Valle del Sol was designed to reach segments of the WPRC community that have had minimal or no participation in community

problem solving activities and neighborhood improvements efforts. The series of educational and awareness classes that were offered, provided residents with the necessary tools to communicate neighborhood needs and request for services in a more effective manner. Community outreach was instrumental in the success of the program. To encourage community participation, over 3500 flyers were distributed at various WPRA community events advertising GNP. NSD and Valle del Sol staff partnered to make presentations to local parent/teacher groups, neighborhood associations, and non-profit organizations as part of a community outreach strategy. A direct result of this strategy led to many of these groups participating in the Good Neighbor Program.

Community partnerships proved to be essential in the success of the renewed program. The GNP team engaged additional external community partners to leverage limited resources in order to implement the program in the WPRA. Partnerships were formed with nearby non-profits, schools, community centers, and neighborhood associations to fill many of the funding gaps that were not covered by the City of Phoenix due to limited resources. Several of the schools, churches and community centers offered to hold community meetings and GNP classes at their facilities at no charge. The Tomahawk Village Neighborhood Association wrote a grant to obtain funding for an instructor to teach English as a Second Language (ESL) classes and several of NSD's corporate partners assisted in paying for instructional materials needed for several of the GNP classes.

Since the implementation of the program residents are more likely to take an active role in their communities and utilize city services that are available to them. Residents have a better understanding of NSD's neighborhood preservation code enforcement policy which resolves issues pertaining to property maintenance, zoning, non-permitted construction and programs like

Graffiti Busters which help with the eradication of graffiti in neighborhoods. GNP has led to additional partnerships being formed with other local non-profit agencies and nearby schools and community centers in the WPRA have been more likely to offer free meeting room space to allow neighborhood and block watch groups to hold meetings.

Lessons Learned

The program has helped create lasting partnerships between residents and local government in the WPRA. The partnership between NSD and Valle del Sol Community Power Program stressed the importance of creating an environment that builds trust and encourages residents to participate in government and the community. Through this partnership, more than 800 WPRA residents have been provided with information about the GNP and other city programs and services. NSD recognizes the success of this partnership and continues to look for innovative ways and partners to increase civic engagement in Phoenix communities.