Neighborhood Association Council of San Bernardino (NAC)

Vision:

Safe and vibrant neighborhoods.

Mission:

To enhance the quality of life for residents within San Bernardino's diverse neighborhoods; through empowerment, collaboration, and shared resources.

Goals:

- ❖ To establish and strengthen new and existing Neighborhood Associations.
- ❖ To increase the visibility and significance of the Neighborhood Association Council as an advocate for strong neighborhood associations.



Strategy 1: Promotion

Objective: Increase awareness of the role, function and significance of the Neighborhood Association Council and Neighborhood Associations.

Target audience: Residents, policymakers, city hall officials, public safety, and community groups.

Message: With well-organized Neighborhood Associations, informed leaders, and a unified community San Bernardino will grow into a city we can all be proud of calling home.

Promotion

- NAC Resolution/platform
- NAC qtrly. newsletter
- City web site
- Community radio, television and newspaper articles
- Speaker's Bureau
- Social Media
- Community events and special projects

Strategy 2: Communication with City Hall

Objective: Facilitate open discussion between Neighborhood Association Council leadership, elected officials and city hall in order to resolve issues that affect neighborhood and community residents.

Target audience: City, county and state elected officials, city hall department heads and staff, public safety.

Message: The city recognizes the importance of forming partnerships with the Neighborhood Association Council and Neighborhood Associations to meet the city's strategic direction and goals; and to enhance the quality of life for all of San Bernardino's neighborhoods.

Communication with City Hall

- Develop communication links with city, county, and state elected officials
- Partner with city hall Neighborhood Laision and city hall officials to support the improvement of neighborhoods
- Provide qtrly. updates to mayor and city council at council meetings
- Review city council and commission agendas
- Recommend qualified members to be appointed to boards and commissions
- Represent the neighborhood NAs and its residents in the wider San Bernardino community, i.e., participate/speak at public forums
- Promote the NAC platform

Strategy 3: Community Partnerships

Objective: Develop community partnerships with groups that share a similar mission/interest with the Neighborhood Association Council in improving the quality of life for residents in San Bernardino.

Target Audience: Community groups, including; business organizations, service organizations, churches, schools, etc.

Message: As the Neighborhood Association Council, we look to a variety of government agencies, voluntary organizations, businesses, and community and philanthropy organizations to help meet neighborhood social and economic development.

Community Partnerships

- San Bernardino Area Chamber of Commerce
- SB Police Department and CERT
- Neighborhood Watch/Block Captain Association
- SB Clergy Association
- Community Action Partnership
- Service Organizations
- CSUSB/SBVC
- SBCUSD
- IE Job Corps

Strategy 4: Mentorship

Objective: Assist in establishing and strengthening new and existing Neighborhood Associations.

Target Audience: Residents and community leaders in San Bernardino

Message: Participation in Neighborhood Associations enables residents to come together, to organize, to voice their concerns, and to seek solutions to enhance the quality of life for their families and their neighbors.

Mentorship

- NAC "How to" orientation for new associations
- NAC Tool box
- One-on-One mentoring
- Coordinate on-going leadership training opportunities
- Promote the work/successes of individual NAs through established communication, i.e. NAC web site, newsletter, announcements at city council meetings
- Coordinate with neighborhood laision a yearly membership and recruitment drive