

Neighborhood Name: Longfellow Community Council (LCC)

Neighborhood Approval Date: October 20, 2016

NCR Approval Date: November 23, 2016

1. Engagement: LCC and the Longfellow Neighborhood increase community engagement with LCC, with a particular focus on historically under-represented communities

Outcome: LCC will create multiple conduits for obtaining input from residents and businesses.

Strategies / Activities:

- A. Administer quarterly surveys
- B. Add feedback link on website
- C. Identify partner organizations to expand outreach to under-reached community members
- D. Develop an alternative block club (separate from police) to enable information sharing and program delivery
- E. Table at public events
- F. Deliver outreach to renters

Full Listing of Strategies and Outcomes can be found in the LCC Strategic Plan 2016-2018

2. Communications Reach Increase— Increase LCC’s communications reach with a particular focus on under-represented communities.

Outcome: Increase number of residents and businesses in contact database by 3% in timeframe.

Strategies / Activities:

- A. Use new or existing database to capture and enter all contact information
- B. Ensure contact data is entered consistently after each event or activity
- C. Provide consistent support to LCC Communications Director
- D. Board members will respond consistently to information posted on Facebook (“like”, comment, post, etc.)
- E. Translate existing materials (Spanish & Somali)

Full Listing of Strategies and Outcomes can be found in the LCC Strategic Plan 2016-2018

3. Visibility— Increase visibility of LCC and Longfellow neighborhoods

Outcome: Increase recognition and awareness of LCC through consistent and expanded branding.

Strategies/Activities:

- A. Develop and deploy neighborhood designators (street sign decals, archway, banners)
- B. Longfellow History Book
- C. Explore the development of a greater campaign to improve neighborhood unity
- D. Open Streets

Full Listing of Strategies and Outcomes can be found in the LCC Strategic Plan 2016-2018

4. Diversify Income– Improve sustainability of organizational finances by increasing amount and diversifying sources of income

Outcome: Raise 2% of general operating budget from annual appeal.

Strategies/Activities:

- A. Conduct annual appeal in November
- B. Collect information as available during LCC activities
- C. T-shirts
- D. History book
- E. Bags
- F. Decals
- G. Chili Cook-off

Full Listing of Strategies and Outcomes can be found in the LCC Strategic Plan 2016-2018

5. Strengthen committees: Strengthen committees and ensure they are well functioning

Outcome: Ensure committees have adequate funds and training to implement programs.

Strategies/Activities:

- A. Board will review budgetary needs of committees at least yearly, in consultation with committee chairs
- B. Board will address any identified funding needs
- C. Board and staff will provide training

Full Listing of Strategies and Outcomes can be found in the LCC Strategic Plan 2016-2018