

Neighbors on the Hill Strategic Plan  
September 25, 2007

Neighbors On The Hill is made up of citizens, businesses, government officials, non-profit organizations, and others who are dedicated to **cultivating Capitol Hill, Denver's eclectic urban soul**, through positive neighborhood action projects.

Neighbors on the Hill is Elevating Capitol Hill by:

- **Creating** a cleaner, safer and better Capitol Hill.
- **Inspiring** residents to have pride in and take responsibility for Capitol Hill.
- **Connecting** people so we become a neighborhood of front porch, balcony, and sidewalk conversations.
- **Collaborating** with officials from the City of Denver to meet our mutual goals.
- **Acting** on our values by rolling up our sleeves and participating in neighborhood action projects.

## **OBJECTIVE 1**

Build NOTH's presence and impact in the neighborhood by increasing the active participation of residents, businesses and other organizations.

Strategy 1: Build partnerships with businesses, neighborhood associations and other institutions in Capitol Hill.

- Action 1: Develop a database inventory of Capitol Hill businesses, neighborhood associations and other organizations.
- Action 2: Identify and document (database) NOTH already existing connections and relationships.
- Action 3: Determine NOTH's relevance/appeal to other organizations and prepare our materials and talking points
- Action 4: Identify key people and organizations with whom we should meet to discuss the goals of NOTH.
- Action 5: Begin reaching out (meet for coffee, invite to lunch) to key leaders and opinion shapers in Capitol Hill to speak with them about the goals of NOTH

Strategy 2: Build NOTH's residential awareness and involvement base through grassroots organizing.

- Action 1: Develop a NOTH block captain training program designed to implement NOTH action projects, organize blocks for communication, networking and socializing.
- Action 2: Export NOTH organizing strategies to other blocks and neighborhoods.
- Action 3: Initiate NOTH Action Projects and recruitment around current neighborhood "hot spots".
- Action 4: Conduct a targeted mailing to Capitol Hill residents to build NOTH awareness and involvement.

Strategy 3: Ensure NOTH is inclusive of diverse perspectives and experiences, including but not limited to income level, renters and people of color.

- Action 1: Assess culture and operation of NOTH to ensure we create an inclusive environment open to new ideas and perspectives.
- Action 2: Focus on making action projects and social events more inclusive events.

Lower Income

- Action 3: Through brown bag lunches or other means, begin a dialogue with our social service partners to get advice on working with and including lower income people.

Renters

- Action 3: Develop a database of investors, rental property owners, and HOA's.

- Action 4: Identify and document (database) NOTH already existing connections and relationships.
- Action 5: Determine NOTH's relevance/appeal to those with links to renters and prepare our materials and talking points
- Action 6: Identify key people with whom we should meet to discuss the goals of NOTH.
- Action 7: Begin reaching out (meet for coffee, invite to lunch) to key people to speak with them about the goals of NOTH

## **OBJECTIVE 2**

Strengthen NOTH's collaborative relationship with the Capitol Hill Task Force, City Departments and City Officials towards the purpose of achieving NOTH goals.

Strategy 1: Coordinate NOTH Action Projects, communication and organizing to the "hot spots" targeted by the Capitol Hill Task Force and District 6 police.

- Action 1: Communicate with Task Force to determine hot spots.
- Action 2: Regularly develop NOTH projects and communication in those areas.

Strategy 2: Increase NOTH involvement and impact on public safety policy and procedure in city departments.

- Action 1: Ensure that at least one NOTH member regularly attends Capitol Hill Task Force Meetings reflecting the perspectives of NOTH and assisting in the coordination of efforts.

Strategy 3: Ensure a regular flow of information and neighborhood public safety data from the Capitol Hill Task Force and other city departments occurs.

- Action 1: Utilize email and NOTH website to communicate information from the Capitol Hill Task Force.

## **OBJECTIVE 3**

Develop a NOTH Communication and Marketing Strategy to communicate our message and goals and recruit participation in our efforts.

Strategy 1: Create a communication/marketing plan for NOTH

- Action 1: Increase our email database
- Action 2: Refocus/better utilize our branding
- Action 3: Maintain a dynamic website with pics from Action Projects, information about our efforts, data on public safety and results.

3<sup>rd</sup> Party Community Events

- Action 1: Utilize other community events to build NOTH awareness and drive people to the NOTH website.

### Stakeholder Meetings

- Action 1: Hold quarterly stakeholder meetings.
- Action 2: Utilize stakeholder meetings to drive people to the NOTH website.

### Action Projects

- Action 1: Utilize Action Projects to generate interest
- Action 2: From Action Projects, drive traffic to the NOTH website

Strategy 2: Through our website, create a capacity for neighbors to communicate with each other and/or build a block communication tool.

- Action 1: Research capacity of website to host “block sites” within which neighbors on blocks can communicate with each other about block issues/happenings.

Strategy 3: Target groups that are not yet in our communications.

- Action 1: ID key stakeholders and have one-on-one discussions.
- Action 2: Communicate with people and organizations outside of the Colfax Corridor.

## **OBJECTIVE 4**

Plan and implement NOTH Action Projects.

Strategy 1: Focus regular efforts on “hot spots” and block driven issues.

- Action 1: Communicate with Task Force to identify “hot spots”.
- Action 2: Work within existing NOTH participants, identify who lives within the hot spot.
- Action 3: Identify and equip block captains within “hot spots”.
- Action 4: Have NOTH, block captains, and residents develop and carry out actions projects and community gatherings within the “hot spot”.
- Action 5: Continue to support block captain and residents in maintaining neighborhood.

Strategy 2: Create opportunities for the entire community to gather and/or work together.

- Action 1: Hold quarterly stakeholder meetings to cast vision for upcoming social events and action projects.
- Action 2: Put on spring and fall whole community clean-up events followed by a social gathering.

Strategy 3: Address major issues within the community that need to be addressed over the long-term in cooperation with business and local government.

- Action 1: Identify prominent community issues (for example, the Office Depot parking lot, the Church and surrounding businesses, the

Royal Host, increasing police presence in Capitol Hill, and 1145 Sherman Street).

Action 2: Have a team of people who are willing to put in the time, energy, and legwork necessary to address projects one at a time and bring the problems to resolution.

BRIDGE