

## **SCHEDULE: May 5, 2007 Neighborhood Planning Workshops**

7:30 am—Registration

8:30 am—Main Speakers & Opening Session: *The Next Ten Years: Building Capacity*

10 am—Break

10:15 am—1<sup>st</sup> Workshop (a)

11:15 am—2<sup>nd</sup> Workshop (b)

12:15 pm—Watershed Lunch [Panel with Reps from Neighborhood Councils]

1:00 pm—3<sup>rd</sup> Workshop (c)

2:00 pm—4<sup>th</sup> Workshop (d)

3:00 pm—5<sup>th</sup> Workshop (e)

4:00 pm—Closing Session: Interim Community Projects

4:30 pm—End of Conference

### **I. Main Speakers**

**Jerry Schultz, Community Building** – Dr. Schultz will explore community development and leadership training to bring it all together, including getting a sense of what an interim technical assistance program might look like. In the morning general session, he will utilize the University of Kansas's Community Tool Box (<http://www.communityhealth.ku.edu/>; <http://ctb.ku.edu/>) as a way to build capacity and evaluate efforts to build our local communities. In subsequent workshops, Dr. Schultz will demonstrate how to: 1) Assess community capacity building needs; 2) Analyze neighborhood problems and goals; and 3) Develop conditions that support community building in your own and adjacent neighborhoods. Dr. Schultz will also be working on issues related to Interim Technical Assistance

**Jim Diers, Neighborhood Government – Neighborhood/Sector Planning Units and issues related to Community Capacity Building.** Community empowerment is a big issue for Jim Diers, and he loves talking about how to get people engaged in communities. Neighborhood planning and implementation, based on his own experience as a Director of Planning for the City of Seattle, is fundamentally based on the ability of coordinated programs to inspire people about what is possible. Implementation of such municipal and citizen empowerment includes community-based policy changes and projects, bond and levy measures, and budget and workplan coordination through interdisciplinary sector teams. Jim Diers, who is known to many of from his book *Neighbor Power*, and his visits to Central Texas over the past year or so, was a catalyst for the 2006 Neighborhood Planning Conference. See <http://home.comcast.net/~jimdiers/bio.html>.

**Susan Hill, Neighborhood Leadership Training, Process and Structure – Neighborhood Boot Camp.** Susan, along with other Texas Neighborhood Together (TNT) leaders, will focus on TNT's Neighborhood Boot Camp, which has been road-tested statewide, most recently in Houston. The Neighborhood Boot Camp celebrates the nuts and bolts of what it takes to get people to attend a neighborhood meeting, then run that meeting efficiently and with grace, so that people will return to the next.

## II. Eight Tracks

### Track 1. Jerry Schultz: Community Capacity Building.

- a. **Using Data to Determine the Future of Your Neighborhood**  
Paul Frank, Spatial Analysis Principal Planner for the COA; Cid Galindo, COA Planning Commission; Jeff Jack, Zilker NA; Jim Walker, Sustainability Indicators Project, Austin Community College. From under-zoning, over-population, transit-oriented planning, future projections, all must proceed with valid DATA. Indeed, some believe that a better future is simply the constant search for better DATA. Exciting recent developments point to a more valid future. Indeed, such competence requires a constituency. Become a DATA groupie.
- b. **Using Technology as a Means to Increase Civic Participation in the Planning Process, including Using the GIS System.** Margaret Valenti, COA Neighborhood Planning; Dolph Scott, COA, GIS System Supervisor, and Gary Stegeman. COA Planning Commission Member. The objective of the workshop is to briefly introduce technological applications that could enhance and increase community participation in the neighborhood planning process and to inspire the City of Austin to incorporate and embrace interactive technology use by citizens and city staff with the goal of increasing community capacity in all present and future planning areas.
- c. **Using Internet-Based Tools to Build Capacity for Community Building and Other Efforts to Promote Community Health and Development**  
Jerry Schultz; Douglas Athas, City of Garland City Councilmember, President of Texas Neighborhoods Together, and President of The Greens Homeowners Association; and Justine Kaplan, Austin/Travis County Health Department. Building capacity for this shared work requires that we: a) understanding context and conduct collaborative planning, b) take community action and intervention, c) bring about community and systems change, d) produce widespread change in our behavior and improve outcomes, and e) sustain the effort. The focus is on 16 core competencies related to this work (e.g., assessing community needs and resources, evaluating the initiative), and how a variety of Internet-based resources can make these activities easier and more rewarding. We illustrate with a variety of different Internet-based tools, featuring a case example of integrated supports through the Community Tool Box (<http://ctb.ku.edu>).
- d. **Assessing Community Capacity Building Needs; Analyzing Problems and Goals**, Jerry Schultz; Dr. Patty Stephens, Strategic Leadership Development, Group Psychotherapist, and the Founder of Austin Community Schools; and Vanessa McMahan, Wilshire Woods N.A., Certified in Asset-based Community Development. Identifying personal and environmental factors related to risk and protection are key to understanding how to address community health and development issues. It's a matter of taking a step back from the problem, looking at the behaviors and environmental conditions that cause it, and then figuring out how to change those conditions. You will learn more about personal and environmental factors and their role in helping you identify the changes in your community that your organization wants to make.
- e. **Developing Conditions that Support Community Building in Austin**

Jerry Schultz; Tim Mahoney, SRCC NA; Chris Riley, member and former Chair of the COA Planning Commission. There are seven factors (e.g., clear vision and mission, leadership, community organizers) that lead to success in reaching neighborhood outcomes. Learn more about each of these factors and participate in the development of a preliminary plan for enhancing them for Austin neighborhoods.

## **Track 2. Jim Diers: Governmental/Structural Capacity Building**

- a. **What Keeps Neighborhood Planning from Driving City Policies**  
Jim Diers; Colleen Waring, former Deputy City of Austin Auditor; Tim Mahoney, SRCC NA; and Danette Chimenti, COA Parks Board member. Broad-based participation and simultaneous planning throughout the city made it possible for neighborhoods to have a strong voice on policy and budget matters in places like Seattle. Could it happen here in Texas?
- b. **Sustainable Austin and Central Texas: Sector Areas and Cluster Density**  
Jim Diers; Cid Galindo, COA Planning Commission member; Mark Yznaga, Livable Cities; Tim Mahoney, SRCC NA. What the relevant factors are in creating interactive Neighborhood Sector Areas, in terms of the size of the sector, the composition of the governing boards, and the responsibilities and the opportunities of the communities within each area.
- c. **School Districts: Can the School Districts Be Responsive to Neighborhoods?**  
Zenobia Joseph, AISD Teacher of the Year; Nan Clayton, Barton Hills NA, and former AISD Board Member; Susie Dudley, former School Board Member, Dripping Springs ISD; and Martha Ward, Ridgetop NA. How we can reconnect schools with their neighborhoods using community school programs, site councils, and public school partnership projects.
- d. **Mueller Master Planning: Who Will Run It?**  
Jim Walker, Austin Community College; and a person from the Mueller master developer Catellus. When the contract for Mueller was signed a few years ago, the work to create it was not in any way complete. . Creating the Mueller world requires a continuing interaction within the growing Mueller community and with the communities that surround it.
- e. **Building Neighborhoods Brick by Brick: Looking at Making Neighborhoods Crime-resistant and Enhancing Community.** Travis County Sheriff Greg Hamilton; Mike Manor; Martha Ward, Ridgetop NA; and Amy Mok. A discussion of the new effort to develop pro-active anti-crime strategies by building community.

## **Track 3. Neighborhoods Building Relationships with Governments**

- a. **Texas Neighborhoods Together (TNT) Legislative Wrap-up**

Douglas Athas, City of Garland City Councilmember, current TNT Legislative President; Clare Barry, ANC Representative to TNT; Shanna Igo, Texas Municipal League. TNT Legislative Lobby Efforts: The Art, Science and Process.

**b. Examples of Planning Teams Perspectives I**

Daniel Llanes, Red Bluff NA; Linda Guerrero, Hancock NA; Linda Moore, North Austin Civic Association; David Hasan, Oak Hill Planning Contact Team. Neighborhood Planning Team Members tell their stories of what neighborhood planning is like, and how it might be better in the future.

**c. Capital Improvement Processes from Different Cities**

Amy Kirwin, San Marcos Neighborhoods; Jim Walker, Austin Community College; Dave Sullivan, COA Planning Commission Chair; Trey Fletcher, Pflugerville City Planning Director; To be announced (or not), a panel member from the Round Rock area. Different communities take different approaches to developing their Capital Improvement Programs. What would work best for your area?

**d. Code Enforcement: Bridging the Gap between the Law and Neighborhood Standards**

Linda Moore, North Austin Civic Association; Lori Renteria, East Cesar Chavez Planning Team; Kit Campbell R. S., Central East District Manager, SWS Code Enforcement, COA. Developing and Marketing Local Neighborhood Standards/Culture, e.g. Noise Abatements from Businesses; Code enforcement with, and without, the written law.

**e. It Didn't Start Yesterday: Do Our Election Districts Represent Our Communities? If Not, How Can We Change That.**

Roscoe Overton, Blackland NA; Lorraine Atherton, Zilker NA; Fidel Acevedo, Mexican American Democrats. A look at Austin's gentlemen's agreement and some alternatives. Tailor an election model to your Austin community: Workshop participants identify their own neighborhoods within existing voting districts and consider how various election models would affect their representation in local government.

**Track 4. TNT and Susan Hill: Boot Camp**

**a. The Art of the Meeting**

Jeri Arbuckle, Dallas Homeowners League. Running a meeting is a fine art, meshing the ability to timely finish the meeting, and allowing sufficient time to develop consensus. This workshop is designed for those who preside at any kind of meeting, ranging from large public gatherings to small working sessions. It will cover the basics of how to present information, how to facilitate discussion and decision-making, how to deal with difficult personalities and parliamentary procedures.

**b. Friend-Raising: The Fine Art of Finding and Recruiting Great Volunteers**

Jude Wiggins, Cypress Creek United Civic Associations, Harris County. Volunteer recruitment is more than just filling vacancies with warm bodies. To be successful requires good volunteer assignments and an organization prepared to use the volunteers' time and talents effectively. The purpose of this workshop is to help recruiters develop the tools they need to reach out for new volunteers.

**c. The Big Picture: Creating Visionary Grassroots Leaders**

Susan Hill, Cypress Creek United Civic Associations, Harris County

For any organization to work toward its vision, it must be able to answer these questions: How do we get people to feel that ownership for this group? How do we get people to raise money for it? How can we get people to join it and work for it? How can we keep it going? This workshop will identify different behavior styles of leadership and how to identify these behaviors in others to produce more satisfying, productive relationships to develop passionate, visionary leadership.

**d. Best Practices: Creating a High Quality Neighborhood**

Douglas Athas, City of Garland City Councilmember, President of Texas Neighborhoods Together, and President of The Greens Homeowners Association; and Felisa Conner, Garland Neighborhood Vitality Manager. This workshop will offer ideas and information about improving the physical aspects of a community.

**e. Show Me the Money! Fundraising for Programs and Projects**

Susan Hill. This workshop will explore the basic fundraising tools for nonprofits: special events, memberships, fees for services, product sales, co-marketing, advertising, and grants, among others. Also, having an understanding of Non-profit structures and leadership training (including that which might be available through Austin Community College).

**Track 5. Neighborhood Environment**

**a. Back Yard Habitats**

Brian Block, Keep Austin Beautiful; Jane Tillman, National Wildlife Federation, and Charlie McCabe, Austin Parks Foundation. Its' a new City initiative to make our backyards a part of our natural habitats, but everyone in this Workshop has been working on it for years, from backyards to your local creeks and greenspaces and these are the people that can get you anchored.

**b. Neighborhood & Home Eco-Systems:** Dick Pierce will discuss sustainability at the local, home, and personal levels - ranging from food and gardening, to efficient energy based on renewables and Green Building, and landscaping for water and energy. He will cover as much as 50 minutes will allow, answer some of your questions, and leave you begging for more. Jenny Nazak, a local instructor who lives her Permaculture by using the sun for heat, hot water, and cooking in her energy and space-frugal 500 sq. ft. home, will assist.

**c. The Urban Forest and Why It is Important to Your Neighborhood**

Michael Embesi, COA Arborist, Watershed Department; Laura Patlove, COA Neighborhood Planning Department; Eric Copeland, Regional Urban Forester, Texas Forest Service. Having a healthy urban forest is no accident. Find out the current state of the efforts to regain our forestry habitat.

**d. Save Town Lake and Town Lake Trail: What Price Progress?**

Dave Sullivan, COA Planning Commission Chair; Wendy Todd, Architect, Save Town Lake; Griffin Davis, Town Lake Trail Foundation; Mary Arnold, Community Historian.

e. **Watersheds – Are They Everywhere?**

Matt Hollon and Erin Wood, COA Watershed Department); and Mary Arnold, Community Historian. The short answer is yes, and find out where yours is, and where it goes.

**Track 6. Neighborhood Transportation and Economic Development**

a. **Cap Metro: Using Neighborhood Sectors to Build Transportation Planning**

Roberto Gonzalez, Principal Planner, Cap Metro; and Katrina Daniel, Highland NA, Alliance for Public Transportation.

b. **The New Urbanism—Is It Neighborhood Friendly?**

Kevin Lewis, South Lamar NA; Lucy Galbraith, Cap Metro; David Richardson, Oak Hill Association of Neighborhoods

c. **Using Development to Enhance the Neighborhood (or at least not make it so bad).**

Nikelle Meade, Attorney, Brown McCarroll; Kathie Tovo, Bouldin Creek NA;

Linda Guerro, Hancock NA.

d. **What Is a Community Housing and/or Economic Development Corporation and Can My Neighborhood Have One Too?**

Mark Rogers, Guadalupe Community Development Corporation; Heather Way, Professor, Director, Community Development Law Clinic.

e. **It's Not Just Single Family or Apartments! Co-op Housing Types**

Selwyn Polit, Dave Sanford or Josh Sharp, Kaleidoscope Village, Co-Housing project; Brian Donovan, ICC CO-Ops.

**Track 7. Neighborhood Communications**

a. **Beyond the Newsletter: Using Web Technology to Enhance Basic Neighborhood Communications.**

Tom Linehan, Allandale NA; and Mark Boyden, Windsor Park NA. The presentation will focus on using the web, e-mail and related interactive technologies to build capacity of community-based organizations. We will highlight the various technologies, the issues involved in developing the capabilities, as well as the organizational resources needed to engage the audience. The workshop will consist of a short overview presentation with an interactive Q&A session. Audience members will be asked how they currently use their web and e-mail, how they would hope to use their web and e-mail in the future, and in what ways they are currently struggling to engage and involve their respective communities. As a group we'll explore how those communities can better utilize these technologies to meet organizational business objectives.

b. **The Association of Neighborhood Webmasters; Creating Ongoing Cooperative Opportunities (The Yahoo Group)**

- c. **Using the 5/5/07 Conference Website Platform to Build Community Capacity in Your Neighborhood and Sector**
- d. **Community Media: Public Access Community Television (PACT) and KOOP Radio (A Neighborly Conversation) and ANC: How Your Neighborhood Can Be a Part of the Show**  
Linda Litowsky, Executive Director and Stefan Wray, Communications Director, PACT; Mark Boyden, Producer, ANC, KOOP Radio  
This workshop will explore the new PACT Neighborhood Public Affairs program (including a demonstration for some of the participants to produce a 30-second Public Service Announcement about their neighborhood) and the year-old award-winning KOOP neighborhood radio show.
- e. **Neighborhood Newsletters: Best Practices**  
Fontaine Maverick, Zilker NA; Barbara “Ba” Cossie, YWCA of Greater Austin. What are the Best Practices for doing that communication icon--the neighborhood newsletter? Whether you are just starting a neighborhood newsletter, wanting to learn some new techniques to make the newsletter more “reader friendly”, or interested in how advertisers can pay for the newsletter, this workshop can give you some answers.

## **Track 8. Neighborhood Planning Vision**

- a. **Neighborhood Planning, Austin Tomorrow, and Envision Central Texas (ECT)**. Carol Haywood, Manager, Neighborhood Planning and Zoning, COA; Carol Barrett, Planning Director, City of San Marcos; Trey Fletcher, Planning Director, City of Pflugerville; Todd Hemingson, VP Strategic Planning & Development, Cap Metro. Are we beginning to develop the neighborhood component of regional community integration?
- b. **Neighborhood Planning: The Vision Thing**. Professor Patricia Wilson, School of Architecture, University of Texas; Jeff Jack, Zilker NA; Greg Guernsey, Director, Neighborhood Planning and Zoning, COA; Mark Yznaga, Livable City; Carol Barrett, Planning Director, City of San Marcos. Creating a vision for neighborhood planning may not be as easy as it might seem, but these are the people who can do it. The potential vision is what each person would like to see neighborhood planning become to make our lives and communities healthier and more fulfilling places to be.
- c. **Transit-Oriented Development (TODs) and the Sustainable City: Capital Metro and Some Cities Have Been Planning Together.... Can the Rest of the Region Be Far Behind?** Katrina Daniel, Highland NA; Sonya Lopez, Planner, City of Austin; Lucy Galbraith, Capital Metro.
- d. **A Visit with Jackie Goodman and Other Dreamers of Neighborhood Planning**. Jackie Goodman, former COA Councilmember; Cynthia Medlin, former COA Planning Commission Member; George Adams, COA planner. This workshop is a

discussion among those who were there at the beginning in the City of Austin with neighborhood planning a mere 10 years ago. And they don't look a day older!

- e. **Vertical Mixed-Use Community Deadline for Neighborhoods in City of Austin: June 2007. The Current Status.** George Adams, COA planner, Laura Morrison, President, ANC; Rachel Proctor-May, Aide, COA Councilmember Brewster McCracken.