

Neighborhood Leaders Group

STRATEGIC PLAN



GOAL ONE: Foster Effective Communications between Communities and Government

OUTCOMES:

1. Development of a NLG website within 12 months
2. Publish NLG related items in available media 2x per month
3. Increase electronic distribution of Neighborhood News by 5% per year

STRATEGY 1: Create tools for non-HOA neighborhoods

Implementation Action	Fiscal Year to Accomplish ¹		
	2010	2011	2012
Determine strategies to support the creation/strengthening of Neighborhood Watches	X		
Support the development of community web sites	X		
Create suggestions for welcome packets for new neighbors	X		
Develop recruitment plan for new NLG members		X	
Create a publication of points of contacts for County services	X		
Support the establishment of neighborhood e-mail lists		X	
Support the development of neighborhood electronic newsletters			X
Create branding to identify NLG			X

STRATEGY 2: Continuously communicate County services within the community

Implementation Action	Fiscal Year to Accomplish		
	2010	2011	2012
Distribute Neighborhood Services Pocket folder	X	X	X
Assist neighborhoods with arranging speakers to community meetings	X		

¹ Fiscal year is the Prince William County fiscal year of July 1 through June 30 of each year



NEIGHBORHOOD LEADERS GROUP
Goals, Strategies, and Community Outcomes

Implementation Action	Fiscal Year to Accomplish		
	2010	2011	2012
Submit news articles to local media	X	X	X
Submit news/items to BOCS	X	X	X
Create a NLG exhibit for members to display at community events		X	
Assist neighborhoods with strategies for holding meetings		X	
Provide incentives to attend conferences			X
Create a publication of points of contacts for County services	X		

GOAL TWO: Facilitate Community Improvement through Education and Outreach

OUTCOMES:

1. Number of volunteers involved with NLG and associated groups
2. Number of volunteer hours donated to NLG and associated group activities
3. Number of best practices identified and adopted by NLG and associated groups

STRATEGY 1: Educate County residents

Implementation Action	Fiscal Year to Accomplish		
	2010	2011	2012
Submit NLG news and community maintenance information to local media, including Prince William channels 23, 37 and 19	X		
Develop plan to obtain NLG appearances on "Local Edition"		X	
Exhibit at BOCS town hall meetings		X	
Create a plan to arrange and promote speakers at NLG meetings	X		



STRATEGY 2: Share Lessons Learned and Best Practices

Implementation Action	Fiscal Year to Accomplish		
	2010	2011	2012
Attend, promote and assist with neighborhood conferences	X		
Devise strategies to engage volunteers	X		
Publish success stories and lessons learned		X	
Develop recruitment plan for new NLG members		X	
Create an “Elevator” speech (20 second ‘infomercial’) to sell the NLG and neighborhood volunteerism		X	
Publish “before and after” photos			X
Create electronic newsletter for NLG			X
Include tips for neighborhood project success in newsletter			X

GOAL THREE: Improve Neighborhood Quality of Life

OUTCOMES:

1. Volunteer number/hours
2. Number of projects completed each year
3. Increase in the # of neighborhood watches associated with NLG groups
4. Number of website hits for NLG webpage(s)

STRATEGY 1: Identify and foster volunteer involvement in community and aesthetic projects

Implementation Action	Fiscal Year to Accomplish		
	2010	2011	2012
Implement strategies to engage volunteers	X		
Determine strategies to support the creation/strengthening of Neighborhood Watches	X		
Create a template for neighborhoods to use to survey community need/desires	X		



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Implementation Action	Fiscal Year to Accomplish		
	2010	2011	2012
Develop relationships with businesses		X	
Identify and engage non-profit organizations for partnerships			X

STRATEGY 2: Educate neighborhoods to handle problems internally

Implementation Action	Fiscal Year to Accomplish		
	2010	2011	2012
Develop community standards and reinforce them	X		
Provide neighborhoods with resources to assist with cross-cultural communications		X	
Develop conflict resolution, capacity building			X