

# NEIGHBORHOOD PROBLEM SOLVER



2007 Edition



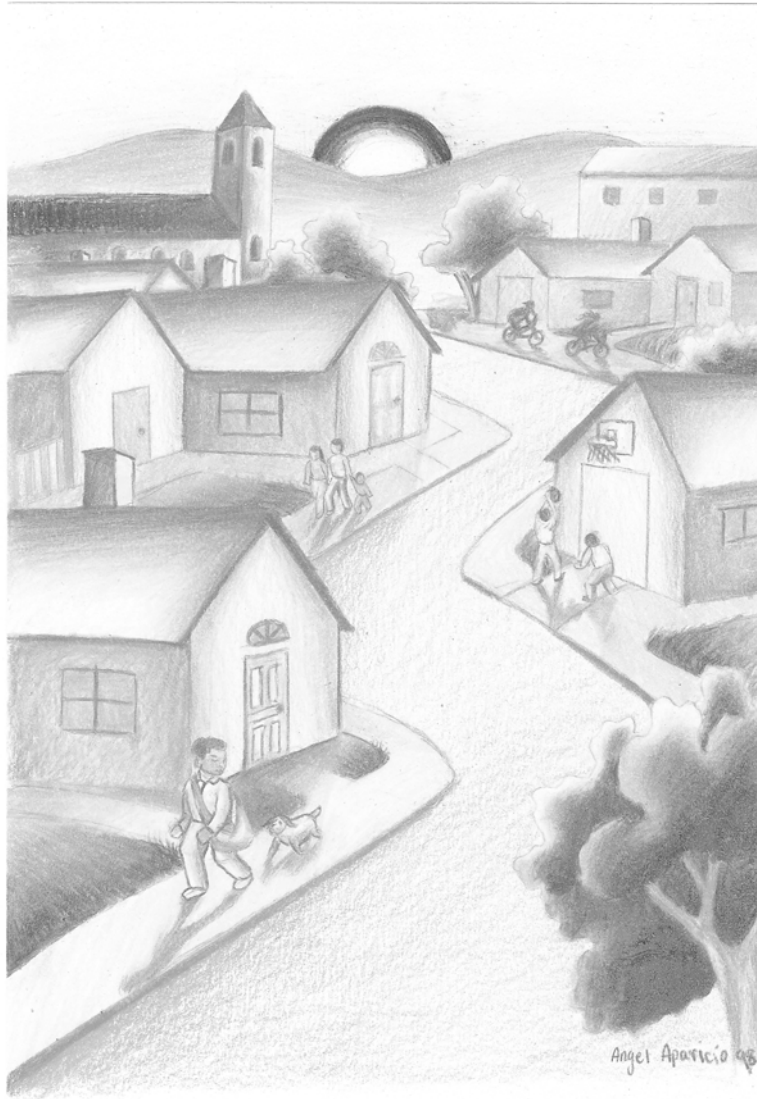
## HOW TO BUILD COMMUNITY

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- Turn off your TV
- Leave your house
- Know your neighbors
- Look up when you are walking
- Greet people
- Sit on your stoop
- Plant flowers
- Use your library
- Play together
- Buy from local merchants
- Share what you have
- Help a lost dog
- Take children to the park
- Garden together
- Support neighborhood schools
- Fix it even if you didn't break it
- Have pot lucks
- Honor elders
- Pick up litter
- Read stories aloud
- Dance in the street
- Talk to the mail carrier
- Listen to the birds
- Put up a swing
- Help carry something heavy
- Barter for your goods
- Start a tradition
- Ask a question
- Hire young people for odd jobs
- Organize a block party
- Bake extra and share
- Ask for help when you need it
- Open your shades
- Sing together
- Share your skills
- Take back the night
- Turn up the music
- Turn down the music
- Listen before you react to anger
- Mediate a conflict
- Seek to understand
- Learn from new and  
Uncomfortable angles
- Know that no one is silent
- Though many are not heard
- Work to change this

## **“The Neighborhood” ~ Angel Aparicio, 1998**

The cover artwork for the Neighborhood Problem Solver was drawn by Angel Aparicio, under the tutelage of Jose Ortiz at the Alisal Center for the Fine Arts. The City of Salinas appreciates the work of all the artists who continue to create evocative messages about the wonderful community in which we live.

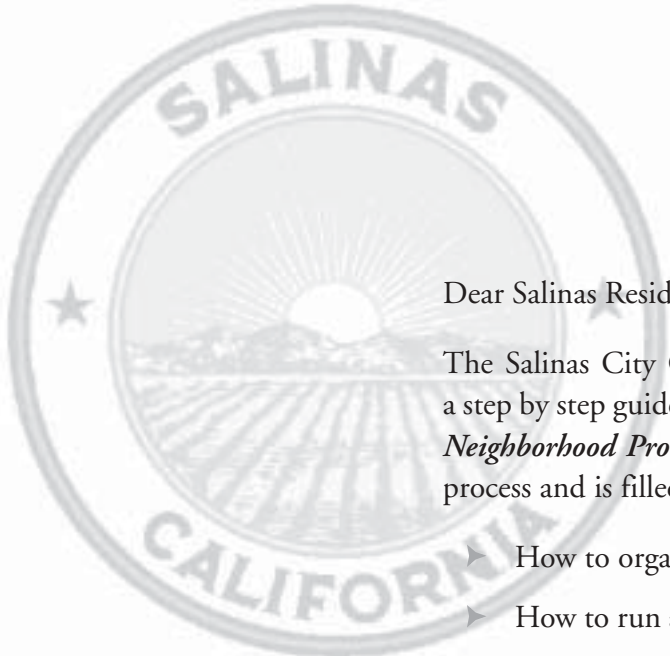


## **“El Vecindario” ~ Angel Aparicio, 1998**

La obra de arte que cubre la tapa de este documento fue creada por Angel Aparicio, bajo la tutela de Jose Ortiz en el Centro Alisal para las Bellas Artes. La Ciudad de Salinas agradece el trabajo de todo artista que continua crear mensajes evocadores sobre la gran comunidad donde vivimos.

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The seal of the City of Salinas, California, is located in the top left corner. It is a circular emblem with "SALINAS" at the top and "CALIFORNIA" at the bottom. The center features a landscape with a sun rising over hills and a field of crops, flanked by two stars.

Dear Salinas Resident:

The Salinas City Council has developed the *Neighborhood Problem Solver*, a step by step guide to help you find solutions to neighborhood problems. The *Neighborhood Problem Solver* starts at the beginning of the problem solving process and is filled with helpful information including:

- ▶ How to organize your community to solve problems;
- ▶ How to run an effective neighborhood meeting;
- ▶ City and community resources to assist in your problem solving efforts;
- ▶ How to organize a Neighborhood Clean-up; and
- ▶ How to publicize your community events.

This document is the second version of the *Neighborhood Problem Solver*. Please feel free to provide us with any comments you may have regarding its effectiveness. Additionally, if you have any questions regarding the *Neighborhood Problem Solver*, please contact the office of Neighborhood Services at (831) 758-7993 or 758-7382.

We hope the *Neighborhood Problem Solver* will help you to make your neighborhood a better place to live.

Thank you for caring about Salinas.

A handwritten signature in black ink, appearing to read "Dennis Donohue".

Dennis Donohue,  
Mayor

The City of Salinas is a great place to live and work. The residents of the City enjoy many of the advantages of a larger city while retaining the charm and character of a much smaller place. However, like all places, large or small, there are times when problems occur that affect our ability to enjoy where we live.

Are you experiencing a problem in your neighborhood and do not know where to turn? Are you unsure about how to fix the problem(s)? If your answer is yes, the City of Salinas has written the *Neighborhood Problem Solver* especially for you. The *Neighborhood Problem Solver* is a step by step guide designed to: help you and your neighbors identify problems in your neighborhood; find people and organizations to help with neighborhood problems (Community Resources); and organize and run neighborhood meetings.

The *Neighborhood Problem Solver* is divided into three chapters:

Chapter 1  
Organizing Your Community to Solve Problems

Chapter 2  
Running an Effective Neighborhood Meeting

Chapter 3  
Identification of City and Community Resources That Can Help You Solve Neighborhood Problems



If there is an established Neighborhood Association, Homeowners Association or Neighborhood Watch Program in your neighborhood, you may want to contact the president of one of these groups first to discuss the problem. However, the information in this manual is useful to both existing organizations as well as individuals that want to do something positive in their neighborhoods.

Now that you know the purpose of the *Neighborhood Problem Solver*, let's get started.

## WORKING WITH YOUR NEIGHBORS

### *When Your Problems Can't Be Solved By A Telephone Call.*

Many neighborhood problems are corrected in a relatively short amount of time (*1 day, 5 days, 10 days, 15 days, 30 days, or 60 days*). Problems such as potholes, clogged storm drains, and streetlights that need replacing are examples where a telephone call to the City can fix the problem. These types of problems usually do not require further work or follow-up by a community resident. However, sometimes neighborhood problems exist that cannot be corrected without resident involvement.

More complicated neighborhood problems take a longer time to resolve and require the neighborhood to work together to solve them. Examples of these problems include:

- ▶ Graffiti throughout the neighborhood
- ▶ A vacant lot that serves as a dump site
- ▶ Gang presence in a neighborhood
- ▶ A proposal to cut hours at your local library due to budget cuts
- ▶ A need for volunteers at a neighborhood school
- ▶ Problems with garbage or yard waste collection services
- ▶ Shopping carts in the neighborhood
- ▶ Lack of response by a government department or official

These are the types of problems that the Neighborhood Problem Solver can help you solve when picking up the telephone doesn't work.

## IDENTIFYING THE PROBLEM

If this is your first time using the *Neighborhood Problem Solver*, let's begin by starting with only one (1) problem. Use the *Neighborhood Problem Solver Identification Worksheet* on the next page to write down your answers to the five questions below.

*1. What is the problem?*

Write down your neighborhood problem on the Worksheet without providing an answer or solution. By clearly identifying the problem it is easier to get others to help you.

*2. What do you consider the boundaries of your neighborhood?*

Some neighborhoods do not have identifying characteristics or boundaries. You may live in one of these neighborhoods. Write down on your Worksheet what you think are the neighborhood boundaries. (*A street map is a good tool to help you*).

*3. Where is the problem occurring?*

Now that you have defined the neighborhood boundaries, take a walk or drive to determine the size and impact of the problem. Write down on the Worksheet exactly where the problem is occurring by providing addresses and/or property descriptions.

*4. What will happen if the problem is fixed?*

Think of good things that will happen if the neighborhood fixes the problem. Write down on the Worksheet at least three good things that will happen if the problem is fixed.

*5. Are there three neighbors you can talk to about the problem?*

Some neighborhoods have established Neighborhood Associations and/or Neighborhood Watch Programs. If your neighborhood has one of these organizations, you may want to speak to a member before continuing with this process. If these organizations do not exist in your neighborhood, write down on your Worksheet the names of three neighbors you can talk to about the problem.





## NEIGHBORHOOD PROBLEM IDENTIFICATION

1. A problem facing our neighborhood is:

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*(Begin with only one problem. Do not provide a solution or answer to the problem at this time.)*

2. The area/boundaries of our neighborhood are:

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*(Remember; a street map is a good tool to help you.)*

3. The problem is taking place at the following locations:

*(List all streets, addresses of houses, parks, and playgrounds where the problem is taking place.)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

*Please write on the back of this worksheet if you need additional space.*

4. Good things that will happen if this problem is fixed are:

*(Reasons why neighbors should want to solve this problem. Examples include: increase property values; lower crime rates; make the neighborhood look better; make the neighborhood safe for children; and increase neighborhood pride/unity.)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

5. Three (3) neighbors I can talk to right now about the problem are:

*(These are neighbors you can count on for help.)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

WORKSHEET



# NEIGHBORHOOD PROBLEM IDENTIFICATION

1. A problem facing our neighborhood is:

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*(Begin with only one problem. Do not provide a solution or answer to the problem at this time.)*

2. The area/boundaries of our neighborhood are:

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*(List all streets, addresses of houses, parks, and playgrounds where the problem is taking place.)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

*Please write on the back of this worksheet if you need additional space.*

4. Good things that will happen if this problem is fixed are:

*(Reasons why neighbors should want to solve this problem. Examples include: increase property values; lower crime rates; make the neighborhood look better; make the neighborhood safe for children; and increase neighborhood pride/unity.)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

5. Three (3) neighbors I can talk to right now about the problem are:

*(These are neighbors you can count on for help.)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

WORKSHEET



## ORGANIZING YOUR NEIGHBORS

Now that your Problem Identification Worksheet is complete, let's begin by contacting the three (3) people on your Worksheet.

### STEP I

*Contacting the Neighbors You Wrote Down on the Worksheet*

- ▶ Call the three (3) neighbors that you wrote down on the Worksheet.
- ▶ Pick an agreed upon time to meet. Approximately two (2) hours is needed to talk about the problem and plan the next steps.
- ▶ Pick a place (*e.g., home, coffee shop, restaurant*) to have the meeting.
- ▶ Ask anyone with small children to arrange child care in advance.
- ▶ Remind each person to bring an ink pen, paper and their personal calendar to the meeting. If a person does not have a personal calendar, ask the person to think about their future schedule of activities/events for the next thirty (30) days.

### STEP I

*Take Your Problem Identification Worksheet to the Meeting*

- ▶ Take your completed Worksheet with extra copies to the meeting.
- ▶ Take an unused/blank Worksheet in order to make changes.
- ▶ Use the information on the Worksheet to help discuss the problem.
- ▶ Find out how each neighbor feels about the problem.
- ▶ Make sure your neighbors agree on the neighborhood boundaries.
- ▶ If your neighbor believes this is a problem that the neighborhood should work to correct, make the necessary changes on the unused/blank worksheet to include the group's ideas.

### STEP III

*Taking Action to Solve the Problem*

Now that you have decided to work to solve the problem, you will need to select a group leader. The group leader's responsibilities include:

- ▶ Setting up neighborhood meetings
- ▶ Preparing the meeting agenda (*see Chapter 2*)
- ▶ Serving as the meeting spokesperson
- ▶ Following up with people who are given assignments

## ORGANIZING YOUR NEIGHBORS

### STEP IV

#### *Planning a Neighborhood Meeting*

Now that you have identified the problem and selected a group leader, it is important to get ideas and help from as many of your neighbors as possible. You can begin this process by inviting all of your neighbors to a neighborhood meeting. A neighborhood meeting is a good way to discuss the problem, get new ideas, get feedback and recruit volunteers.

Who are your neighbors? Your neighbors are all the people who live within the neighborhood boundaries identified on your worksheet. All homes, apartments and businesses within this area should be sent invitations to your meeting. This includes all homeowners, renters, apartment dwellers, and local businesses.

Here are tips on planning a successful neighborhood meeting:

- ▶ Select two (2) calendar dates with times (*first choice and second choice*) at least three weeks in the future.
- ▶ Select dates and times that you believe you can get the most neighbors possible to attend the meeting.
- ▶ A meeting place. Select three (3) possible locations to hold the meeting. Possible meeting locations include libraries, community centers, schools, churches and restaurants. Using the two calendar dates you selected to hold the meeting, have someone in your group follow-up on these suggestions (*see Appendix A: How to find a meeting room*).
- ▶ The person assigned to follow-up on locating a meeting space should have a deadline (*no more than one week*) to report back to the group leader on the progress in reserving a meeting location.

## STEP V

### *Finding a Wise Person to Assist Your Neighborhood Group*

There are many **Wise People** in the community who are willing to volunteer their time to assist your neighborhood. A **Wise Person** is a community leader who has experience and knowledge in addressing community-wide issues.

Requesting that a **Wise Person** assist your neighborhood is a good way to insure that you are headed in the right direction. The **Wise Person** is needed to help at your next planning meeting as well as at the neighborhood meeting. To request assistance, here are a few tips:

- ▶ Working as a group, think of **Wise People** to assist you in solving the problem. **Wise People** include: business people, priest, ministers, school principals, school teachers, doctors, and lawyers.
- ▶ Other **Wise People** include employees and volunteers at local organizations like the Chamber of Commerce, the United Way, Big Brother/Big Sisters, the Boy Scouts and Girl Scouts, LULAC and the NAACP. Service Club members such as the Rotary, Kiwanis, or Lions Club can also help. Also, think about people from where you work who may be willing to help your neighborhood.
- ▶ Write down the names of three **Wise People** and decide on a first, second and third choice. Select a person in the group to contact the first **Wise Person** on the list. The person assigned to follow-up on contacting the **Wise Person** should have a deadline (no more than one week) to report back to the group leader. The **Wise Person** should be given the dates of the planning meeting and the neighborhood meeting. If the first **Wise Person** declines your request, contact the second and then the third person on the list.

If you get a **Wise Person** to help your neighborhood, you should provide the wise person a copy of the Worksheet. Invite him/her to the next planning meeting to help you get prepared for the neighborhood meeting. Ask the **Wise Person** to lead your neighbors in a brainstorming session on generating new ideas about how to solve the problem.

## STEP VI

### *Make a Flyer to Announce the Neighborhood Meeting*

- ▶ Make a flyer or use one provided in the manual to invite your neighbors to the meeting (*see example on the next page*).
- ▶ Select someone from the group to make the flyer.
- ▶ Have sample copies of the flyer for the group to review at the next planning meeting.

## ORGANIZING YOUR NEIGHBORS

### STEP VII

#### *Schedule a Follow-up Planning Meeting*

Select a time to have a second planning meeting (*two hours*) for the group. Invite the **Wise Person** to this meeting. At this meeting, the group will discuss and confirm:

- ▶ The date of the neighborhood meeting
- ▶ The time and place of the neighborhood meeting.
- ▶ Review the flyer
- ▶ Discuss who, when and how the flyer will be distributed
- ▶ Prepare an agenda (*see Chapter 2: Running an Effective Meeting*).
- ▶ Confirm that the **Wise Person** will attend the neighborhood meeting.
- ▶ Confirm that the **Wise Person** will lead your neighbors in conducting a brainstorming session at the neighborhood meeting to get ideas about solving the problem.

**YOUR FIRST MEETING IS NOW COMPLETED.**



## VISITING YOUR NEIGHBORS

At your second planning meeting, the group should have confirmed the date, time, and place of the neighborhood meeting. The group should have finalized the flyer and made copies. Additionally, the group should have decided on who, when and how to distribute the neighborhood flyers. Here are a few helpful hints for visiting your neighbors and distributing the flyer before the neighborhood meeting:

- ▶ Select times to visit neighbors at least one week before the meeting.
- ▶ Visit neighbors between 10:00 a.m. & 7:00 p.m.. Never visit after dark.
- ▶ Work in teams of two for support & safety on neighborhood visits.
- ▶ Arrange childcare for small children before making neighborhood visits (*see Child Care: Appendix B*).
- ▶ Take the Problem Solving Worksheet on visits to help you answer questions neighbors may have about the problem.
- ▶ Encourage neighbors to attend the neighborhood meeting to share their ideas about the problem.

### AN EXAMPLE OF HOW TO BEGIN THE VISIT IS PROVIDED BELOW

(Greeting of the Day: Good Morning, Good Afternoon, Good Evening)  
My name is \_\_\_\_\_ and I am your neighbor who lives at \_\_\_\_\_. We are having a neighborhood meeting on \_\_\_\_\_ day at \_\_\_\_\_ place at \_\_\_\_\_ time to discuss a very important neighborhood problem. The problem that is affecting us is \_\_\_\_\_.

Have you experienced this problem? Do you have a few minutes to discuss the problem with me? (*If yes, discuss the problem*)

(*If no, ask if you can come back at a more convenient time*)

Use the Problem Solving Worksheet to help you on your visits. Remember to leave a flyer for your neighbor with your telephone number. This will allow your neighbor to contact you if they have questions about the problem or the upcoming meeting. Remember to thank your neighbor for allowing you the time to discuss the problem.

## HOW TO BEGIN A NEIGHBOR VISIT

## RUNNING AN EFFECTIVE NEIGHBORHOOD MEETING

Now that you have passed out flyers with the date, time and place of your neighborhood meeting, please follow the following steps:

### BEFORE THE MEETING

#### STEP I

##### *Preparing the Meeting Agenda*

The agenda provides information on what will be discussed, who will speak and how long the meeting will last.

- ▶ Prepare an agenda for the meeting (*see agenda on page #17*).
- ▶ Make copies of the completed agenda for your meeting.
- ▶ Send a copy of the agenda to your Wise Person and/or other special guests at least a week before the meeting.

#### STEP II

##### *Arrange Childcare for Young Children*

Providing childcare can increase meeting attendance as well as allow for greater participation from neighbors (*see Childcare: Appendix B*).

#### STEP III

##### *Meeting Room Set-up for Neighborhood Meeting*

Set-up the meeting site at least thirty (30) minutes in advance.

- ▶ Arrange the tables and chairs to suit your meeting.
- ▶ Test all audio/visual equipment prior to use (*if applicable*).
- ▶ If serving refreshments, set out before the meeting begins.

#### STEP IV

##### *Greeting Your Neighbors*

Let your neighbors know that they are welcome at the meeting.

- ▶ Greet each neighbor with a big smile as they enter the room.
- ▶ Pass out the agenda to each of your neighbors.
- ▶ Have each neighbor sign the attendance sheet (*see page #19*).

# MEETING AGENDA

Meeting Date: \_\_\_\_\_

Meeting Time: \_\_\_\_\_

## THE REASON FOR THE MEETING:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## MEETING GOALS/ACCOMPLISHMENTS:

▶ \_\_\_\_\_  
▶ \_\_\_\_\_  
▶ \_\_\_\_\_

## AGENDA ITEM/SPEAKER/SPEAKING TIME

I.	_____	_____	_____
	Agenda Item	Speaker	Speaking Time
II.	_____	_____	_____
	Agenda Item	Speaker	Speaking Time
III.	_____	_____	_____
	Agenda Item	Speaker	Speaking Time
IV.	_____	_____	_____
	Agenda Item	Speaker	Speaking Time
V.	_____	_____	_____
	Agenda Item	Speaker	Speaking Time

## ACTION ITEMS/NEXT STEPS/RESPONSIBLE PERSON

1.	_____	_____	_____
	Action Item	Next Step	Responsible Person
2.	_____	_____	_____
	Action Item	Next Step	Responsible Person
3.	_____	_____	_____
	Action Item	Next Step	Responsible Person

## NEXT MEETING

Location: \_\_\_\_\_

Time & Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

MEETING AGENDA



# MEETING SIGN-IN SHEET

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

▶ \_\_\_\_\_  
Name

\_\_\_\_\_  
Address Telephone

▶ \_\_\_\_\_  
Name

\_\_\_\_\_  
Address Telephone

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Name

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Address Telephone

MEETING SIGN-IN SHEET



# MEETING SIGN-IN SHEET

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

▶ \_\_\_\_\_  
Name

\_\_\_\_\_  
Address Telephone

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MEETING SIGN-IN SHEET





# MEETING SIGN-IN SHEET

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

▶ \_\_\_\_\_  
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Address Telephone

MEETING SIGN-IN SHEET



# MEETING RULES

## RULES OF THE MEETING

- ▶ Have Fun
- ▶ Start and end the meeting on time
- ▶ Maintain confidentiality/Safe zone
- ▶ Everyone participates; no one dominates
- ▶ Help us stay on track/follow the agenda
- ▶ Listen to what others have to say
- ▶ One speaker at a time
- ▶ Raise your hand to be recognized to speak
- ▶ Agree only if it make sense to do so
- ▶ Try to make a new friend at this meeting

## OTHER RULES

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## AT THE BEGINNING OF THE MEETING

Make sure each item below occurs at the beginning of your meeting:

- ▶ Make sure the meeting starts on time.
- ▶ Explain why you are having the meeting and what you would like to do by the end of the meeting. Make sure you explain that the problem will not be solved in one day and that everyone is needed to make a difference.
- ▶ Get all the people attending the meeting to introduce themselves. Take about five minutes for introductions since all your neighbors may not know each other.
- ▶ Go over the basic rules of the meeting (*see page #25*). Have everyone agree to follow these rules. Meeting rules help keep order and help to keep the meeting on schedule.
- ▶ Make sure everyone has signed the attendance sheet (*see page #19*) with their telephone number and address. This will make your job easier when you need to contact people.
- ▶ Review and change the agenda if necessary. Sometimes you may have to make a change on the agenda.
- ▶ If someone comes in late, do not attempt to start over from the beginning. Continue the meeting and wait for a break or another opportunity to brief the person on the meeting.
- ▶ Have someone volunteer to take the minutes. An example of meeting minutes is provided on page #27.

# MEETING MINUTES

\_\_\_\_\_ Neighborhood Meeting

\_\_\_\_\_, 200\_\_\_\_\_

Meeting Attendees: *Attach copy of Sign-in Sheet to minutes.*

Time Meeting Began: \_\_\_\_\_ Time meeting Ended: \_\_\_\_\_

## AGENDA ITEM I

Description of Item

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What did the group decide on Agenda Item I?

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Was anyone selected to follow-up on this item?

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When will this person(s) report back on Agenda Item I?

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MEETING MINUTES



**AGENDA ITEM II**

Description

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What did the group decide on Agenda Item II?

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Was anyone selected to follow-up on Agenda Item II?

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When will this person(s) report back on Agenda Item II?

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**MEETING MINUTES**

*(Continued)*





**AGENDA ITEM III**

Description

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What did the group decide on Agenda Item III?

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Was anyone selected to follow-up on Agenda Item III?

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When will this person(s) report back on Agenda Item III?

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**OTHER BUSINESS**

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Next Meeting Time: \_\_\_\_\_

Next Meeting Place: \_\_\_\_\_

**MEETING MINUTES**

*(Continued)*



## DURING THE MEETING

To continue things running smoothly, remember these six points:

- ▶ Follow the items on the agenda.
- ▶ Stay focused, remember the meeting purpose.
- ▶ Monitor time, keep the meeting on schedule.
- ▶ Make sure people are following the meeting rules.
- ▶ Provide opportunities for neighbors to voice input.
- ▶ Don't be afraid to ask your neighbors for help (*get volunteers*).

## AT THE END OF THE MEETING

At the end of the meeting, you will need to summarize what took place at the meeting. The questions below will help you figure out the next steps:

- ▶ What did the group decide to do about the problem?
- ▶ Do you have everyone's name, telephone number and address?
- ▶ Did you get volunteers to help you with this problem?
- ▶ Who is responsible for carrying out new assignments?
- ▶ By what date will the responsible person(s) complete the task(s)?
- ▶ When is the next meeting (if needed)?

Answer these questions and summarize before you end the meeting. Thank people for coming. End the meeting on time.

## AFTER THE MEETING

Be courteous, clean up and rearrange the room.

- ▶ Prepare the meeting minutes
- ▶ Complete the *Neighborhood Problem Solver Activity Worksheet* on the next page.
- ▶ Follow-up on items discussed at the meeting.
- ▶ Send a thank you note to your **Wise Person**/other special guest.
- ▶ Prepare the next meetings agenda.



# NEIGHBORHOOD PROBLEM SOLVING FOLLOW-UP ACTIVITY WORKSHEET

## A. Neighborhood Problem to be Addressed

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## B. Project Leader/Telephone #

Name	Telephone
Name	Telephone
Name	Telephone
Name	Telephone
Name	Telephone

## C. Project Volunteers

1.	Name	Telephone
2.	Name	Telephone
3.	Name	Telephone
4.	Name	Telephone
5.	Name	Telephone
6.	Name	Telephone
7.	Name	Telephone
8.	Name	Telephone
9.	Name	Telephone
10.	Name	Telephone

## Next Steps/Responsible Person:

1.	Step	Responsible Person
2.	Step	Responsible Person
3.	Step	Responsible Person

Next Meeting Time & Date: \_\_\_\_\_

Next Meeting Location: \_\_\_\_\_

WORKSHEET



## IDENTIFYING COMMUNITY RESOURCES THAT CAN HELP SOLVE PROBLEMS.

### ABANDONED VEHICLES

Residents interested in the removal of abandoned vehicles from public streets (*vehicles parked on the street for more than 72 consecutive hours or that do not have current registration*) or from private property should call:

- Abandoned Vehicles (*inoperable vehicles*)/Public Streets ..... 758-7316
- Code Enforcement (*private property*) ..... 758-7157

### VOLUNTEER OPPORTUNITIES

Salinas residents interested in volunteer opportunities to ensure the upkeep and cleanliness of playgrounds, parks, and neighborhoods may contact:

- Neighborhood Services ..... 758-7993 or 758-7382

### ANIMALS

The City of Salinas provides a variety of animal related services to residents. Animal Control Officers provide residents with direct services or referrals for animal licenses, barking dog complaints, dead animal removal, injured, stray, spay/neuter services, and lost or loose animals. Additionally, the Salinas Animal Shelter provides a variety of animal/sheltering services.

- Animal Control / Salinas Animal Shelter ..... 758-7285
- Dog Licenses / Finance Department / Licenses ..... 758-7211

### BUILDING PERMITS/CONSTRUCTION

In order to ensure that all work performed on a structure is done in accordance with the safety standards set forth by the City of Salinas Municipal Code and the State Uniform Building Code, it is necessary to obtain building, plumbing, mechanical and electrical permits. The permit must be obtained before beginning any construction work.

- Permit Services ..... 758-7251

# IDENTIFYING COMMUNITY RESOURCES

*(Continued)*

## BUSINESS

City staff and the Salinas Valley Chamber are available to assist you in answering questions about business activity in Salinas. Please contact the City of Salinas or the Salinas Valley Chamber for additional information or go online to the Chamber's website at [www.salinasmchamber.com](http://www.salinasmchamber.com).

City of Salinas Finance Department . . . . . 758-7211

Salinas Valley Chamber of Commerce . . . . . 424-7611

Home businesses / Planning - Zoning . . . . . 758-7206

## CABLE TELEVISION

Comcast is the authorized franchise provider of cable television services to City of Salinas residents. If you have a problem or questions regarding cable television service, please contact Comcast for assistance. You may also contact the City Manager's Office for assistance if Comcast does not solve or answer the question to your satisfaction.

Comcast Corporation . . . . . 1-800-266-2278

City of Salinas City Manager's Office . . . . . 758-7201

## CENTER FOR COMMUNITY ADVOCACY

Center for Community Advocacy is dedicated to improving housing conditions and opportunities for farm-workers and other low-income families in Monterey County.

Center for Community Advocacy . . . . . 753-2324

## CLEAN-UPS (NEIGHBORHOOD/COMMUNITY)

The City of Salinas provides assistance in providing neighborhood clean-up activities. These activities include; cleaning up trash piles, dealing with major weed problems and cleaning-up vacant lots. To find out more about neighborhood clean-ups, please read Appendix C or call the City at:

City of Salinas Maintenance Services Administration . . . . . 758-7233

Weed Abatement . . . . . 758-7119

Neighborhood Services . . . . . 758-7382 or 758-7993



**IDENTIFYING  
COMMUNITY  
RESOURCES**

*(Continued)*

**CITY COUNCIL AND MAYOR:**

The Mayor of Salinas is elected at large. The City's six council members are elected from districts. Contact the Mayor and/or your council member to discuss issues that affect you and your neighborhood.

Mayor / City Council Office ..... 758-7201

City of Salinas Website ..... [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

**CITY MANAGER/ADMINISTRATION**

The Salinas City Manager is responsible for directing the day to day operations of the City's departments, boards and agencies. The City Manager's staff is available to assist you with your questions or concerns.

City Manager's Office / Administration ..... 758-7201

**CODE ENFORCEMENT/UNSAFE HOUSING CONDITIONS**

Conditions that endanger the life, health, property, safety or welfare of the public are regulated under various state and local laws. Staff is available to assist in enforcing ordinances in your neighborhood.

Code Enforcement Violations ..... 758-7157 or 758-7251  
*Substandard living conditions / Housing code violations*

Environmental Health Department ..... 755-4508  
*Unhealthy living conditions (mildew or animal infested occupancies)*

Fire Codes (*fire hazards / storage of flammable items*) ..... 758-7261

**CONFLICT RESOLUTION AND MEDIATION CENTER**

The Conflict Resolution and Mediation Center services in the area of neighborhood problems, landlord/tenant, youth, quality of life, fair housing and all other forms of alternative dispute resolution.

Conflict Resolution and Mediation Center ..... 424-4694

**ELECTRICITY/GAS (PG&E)**

PG&E is the local provider of electricity and natural gas. PG&E staff is available to answer service questions or respond to emergencies.

24-Hour Emergency & Customer Service ..... 1-800-743-5000

# IDENTIFYING COMMUNITY RESOURCES

*(Continued)*

## FIRE DEPARTMENT

In addition to responding to fire and emergency service calls, the Fire Department is available to assist residents with fire safety programs.

Fire Emergency .....	911
Fire Administration Office .....	758-7261

## GANGS/GANG AWARENESS

The Second Chance Youth Program can provide assistance to your neighborhood in addressing problems with gangs or provide through community outreach to gang identification and awareness

Second Chance Youth Program .....	758-2501
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## GARBAGE COLLECTION AND RECYCLING

BFI is contracted by the City to provide you with curbside garbage and recycling service. If you have a problem or questions regarding garbage collection or recycling, please contact BFI. You may also contact the City for assistance.

### BFI

Residential customers .....	775-3840
Business customers .....	775-3850
Recycling .....	775-3843

**[www.bfi-salinas.com](http://www.bfi-salinas.com)**

Garbage Accumulation (trash, junk, debris) .....	755-4508
<i>(ask for the Environmental Health Division, Consumer Health Protection)</i>	

## GRAFFITI

An inscription or drawings placed on property without the property owner's permission is graffiti. Removing the graffiti is the property owner's responsibility, however, there is help available from the City.

Graffiti Removal .....	758-7926
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## IDENTIFYING COMMUNITY RESOURCES

(Continued)

### HOME IMPROVEMENT PROGRAM/JAZZ UP

The Jazz Up program operated by Second Chance Youth Program can assist residents (*qualified low income residents only*) as well as your neighborhood with various beautification projects such as house painting, fence repair, weed abatement, graffiti removal, and vacant lot clean-up.

Jazz Up ..... 758-2501

### HOUSEHOLD HAZARDOUS WASTE

The Salinas Valley Solid Waste Authority operates a household hazardous waste collection facility that is open Tuesday through Friday from 9:00 a.m. to 4:00 p.m. and Saturdays from 9:00 a.m. to 1:00 p.m. Only Small businesses need to make an appointment. Materials can be delivered to 1104 Madison Lane. Collection is limited to waste from residences in the City limits. Disposal limit of Hazardous waste is 220 pounds. No commercial waste will be accepted.

Disposal of Household Hazardous Waste ..... 424-5520  
(The Salinas Valley Solid Waste Authority)

### HOUSING SERVICES

The Housing Services Program is a low income home repair and improvement program serving property owners within the Salinas City limits. Eligible improvements and repairs include: roof; plumbing; windows; foundations; floors; electrical systems; bathrooms, kitchens, etc.

Housing Services ..... 758-7334

### LEGAL SERVICES/CALIFORNIA RURAL LEGAL ASSISTANCE (CRLA)

CLRA provides free legal services to low-income residents of Monterey County that meet financial eligibility guidelines and have legal problems in the areas of housing, employment, education and civil rights.

California Rural Legal Assistance ..... 757-5221

### LEGAL SERVICES/LAWYER REFERRAL SERVICE

The Monterey County Bar Association provides the public with names of attorneys who have been screened and approved to provide specific areas of legal assistance. For a \$35 fee, clients receive a referral to an attorney who can address their type of legal problem and give them a 30-minute consultation.

Lawyer Referral Service ..... 663-6955

# IDENTIFYING COMMUNITY RESOURCES

*(Continued)*

## LIBRARY

The City of Salinas library system provides a variety of services to the residents of Salinas. The City's main library and two branches have a very diverse collection of books, periodicals, and audio/visuals materials for public use. Additionally, the library system sponsors a nationally recognized adult literacy program at no cost to the participants.

John Steinbeck (Main Library) .....	758-7311
Study Center .....	758-7916
Reference Desk .....	758-5746 or 758-5745
Cesar Chavez Library .....	758-7345
El Gabilan Library .....	758-7302
Headquarters of Literacy Programs .....	758-7916

## MOBILE HOMES

The State of California Department of Housing and Community Development oversees regulation of mobile homes. The Department can answer questions and provide follow-up on issues regarding ordinances and inspections of mobile homes or mobile home parks.

Mobile Homes Information .....	(916) 255-2501
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## MONTEREY COUNTY HEALTH DEPARTMENT

The Monterey County Health Department inspects and investigates health issues regarding dangerous accumulation of trash, solid waste issues, vector control (e.g. mice, rats, roaches,), food establishments, swimming pools, spas, hazardous materials, and substandard housing conditions.

Monterey County Health Department .....	755-4500
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**IDENTIFYING  
COMMUNITY  
RESOURCES**

*(Continued)*

**NEWSPAPERS**

You may want to contact the local news media about issues in your neighborhood or about how to publicize a local event.

Californian .....	424-2221
The Monterey Herald .....	753-6762
El Sol .....	757-8118
Coast Weekly .....	757-5656
El Vocero .....	449.3199

**PLANNING AND ZONING**

The City of Salinas Department of Community Development is responsible for community planning, development review and zoning administration, environmental analysis, and neighborhood improvement programs. Call the following number if you want to know the steps to take to build an addition to your house or about new construction going on in your neighborhood:

Community Development .....	758-7206
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**PESTS, RATS, AND ROACHES**

The Monterey County Health Department inspects and investigates health issues regarding rats, roaches, and other pests. The Health Department is available to provide assistance in ridding your neighborhood of pests that may cause health problems.

Monterey County Health Department .....	755-4508
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# IDENTIFYING COMMUNITY RESOURCES

*(Continued)*

## POLICE

Community oriented policing allows the Salinas Police Department to work in partnership with neighborhoods to solve neighborhood problems. To get additional information on Police services, contact one of the telephone numbers below or go directly to the Salinas Police Department's website at [www.salinaspd.com](http://www.salinaspd.com).

Police Emergency . . . . .	911
Police Non-emergency (Dispatch) . . . . .	758-7321
Abandoned Vehicles (Public Streets) . . . . .	758-7316
Records . . . . . 758-7161 / 7176 . . . Front Desk . . . . .	758-7146 / 7149
Crime Tip Line (24 hour service) . . . . .	758-7273
Police Administration . . . . .	758-7286
Neighborhood Watch . . . . .	758-7113
Parking Tickets . . . . .	758-7211
Watch Commander . . . . .	758-7250
Police Activity League . . . . .	758-7906
School Resource Officer . . . . .	758-7158

## RECREATION AND PARKS

The Salinas Recreation and Parks Department provides a system of park and recreation areas, facilities and programs for the community on a year-round basis. The Department is available to assist you in the use of City facilities or participation in recreation programs

Administration . . . . .	758-7217
Sherwood Hall/Community Center . . . . .	758-7351
Firehouse Recreation Center . . . . .	758-7900
Hebbron Heights Recreation Center . . . . .	758-7354
Breadbox Center . . . . .	758-7908
Lincoln St. Recreation Center . . . . .	758-7306

## SIDEWALK REPAIR

Sidewalks in need of repair are a safety hazard to the public. The property owner has the primary responsibility for sidewalk repair. The City has a program for repair of sidewalks. It is recommended that you report damaged sidewalks as soon as possible. To report sidewalks in bad condition or to get additional information on sidewalk repair, please contact:

Maintenance Services Administration . . . . .	758-7233
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**SEWERS, STREET CLEANING, STREET SIGNS, STREET REPAIR,  
STREET LIGHTS**

There are various neighborhood services available to assist you in improving neighborhood quality. The Maintenance Services Department is prepared to answer your questions about repairs, scheduling and general maintenance of City infrastructure as well as responsibilities of property owners.

Sewers, Sidewalks, Streets, Signs, Street Lights / Street sweepers . . 758-7233

**REMOVAL OF SHOPPING CART(S) FROM NEIGHBORHOODS**

There are various neighborhoods throughout the City that have problems with abandoned shopping carts. Many businesses in Salinas contract with service companies to have their shopping carts returned. If you would like shopping carts removed from your neighborhood, check the name of the store listed on the cart and write down the location. Locate the store’s telephone number and call that store. Ask for the Manager on Duty. You can find other numbers that do not appear here in Appendix G.

- Food Max-Santa Rita Plaza . . . . . 261-6356 or 442-3111
- Rite Aide-Northridge Mall . . . . . 596-1862 or 449-5451
- Wal-Mart . . . . . 751-0231
- Kohls . . . . . 444-9730 - Extension 6
- Home Depot . . . . . 443-9600 - Extension 0
- Safeway-Harden Ranch . . . . . 442-7500
- Target-Harden Ranch . . . . . 442-0547

**TELEVISION**

Television stations may provide an opportunity to reach people who may wish to attend your event through public service announcements (PSAs) or provide news coverage of an event sponsored by your organization. Local television stations are shown here.

- KCBA TV 35 . . . . . 757-6397
- KNTV-11 (San Jose) . . . . . (408) 432-6221
- KSBW TV 8 . . . . . 422-8206
- KSMS TV 67 (Spanish Language Television - Univision) . . . . . 757-6711
- KION TV 46 (English and Spanish Television-Telemundo) . . . . . 784-1702

**IDENTIFYING  
COMMUNITY  
RESOURCES**

*(Continued)*

# IDENTIFYING COMMUNITY RESOURCES

*(Continued)*



## TRAFFIC SIGNALS / TREE CUTTING, PLANTING, OR REMOVAL

If you need to report a traffic signal that is not working, or have questions about cutting, removal, or trimming of trees in the public right of way, please call:

Maintenance Services Department ..... 758-7233

## TRUCHA, INC.

TRUCHA, INC. provides a variety of community services in both English and Spanish relating to community services, information and referral, immigration, translations, interpreter service, and the processing of forms.

Trucha, Inc. .... 424-0521

## WATER/ALCO WATER SERVICE/CALIFORNIA WATER SERVICE COMPANY

Alco Water Service and California Water Service Company are contracted by the City to provide water service to City residents. If you have a problem or questions regarding water service, please contact Alco or California Water Services. You may also contact the City's Maintenance Services Department (758-7333) during days of the week for additional assistance.

These phone numbers can be called at any time, including after hours and on weekends.

Alco Water Service ..... 424-0441

California Water Service ..... 757-3644



## HOW TO FIND A MEETING ROOM

There are many free places in Salinas where neighborhood and community groups can hold their meetings. Where you hold your meeting can significantly improve the meeting's success. To assist you in your meeting room search, please answer the four questions listed below:

1. What is the purpose of your meeting?
2. How many people do you think will attend your meeting?
3. What is the date , beginning and ending time of your meeting?
4. What type of special room set-up requirements/equipment is needed to hold your meeting (e.g. blackboard, easels, projection screen, audio visual equipment, tables, chairs).

When you finish answering the above questions, you are ready to begin searching for a meeting location.

### FINDING THE PROPER MEETING LOCATION

- ▶ Select three possible meeting places based on your Worksheet answers.
- ▶ Rank the locations as the groups first, second and third choice.
- ▶ Select a person in the group to follow-up and find out if the neighborhood can hold its meeting at one of these locations.
- ▶ When following up on reserving a meeting space, use the Worksheet to help answer questions when reserving a room.
- ▶ Give the person a deadline to report back to the group. If the three sites are unavailable, the person should report back so that the group can select other potential sites.
- ▶ After you reserve a meeting location, make sure you understand the facility's rules. The liaison person for the facility can help with this information.

## POPULAR MEETING LOCATIONS

### POPULAR MEETING LOCATIONS

#### SALINAS PUBLIC LIBRARIES

The Salinas Public Libraries has meeting rooms for public use at John Steinbeck Library and Cesar Chavez Library. To reserve a room at either of these libraries, contact the library of your choice at the following telephone numbers:

John Steinbeck Library  
110 W. San Luis Street  
Telephone # 758-7311

Cesar Chavez Branch Library  
615 Williams Road  
Telephone # 758-7345

#### CITY OF SALINAS DEPARTMENT OF RECREATION & PARKS

The Department of Recreation and Parks has facilities located throughout the City. Reservation requirements may vary depending on the facility. Additionally, some facilities have reservation fees. To get additional information about reserving meeting room space at a Recreation and Park facility, please contact Recreation and Parks Administration at 758-7217.

#### ALISAL UNION SCHOOL DISTRICT

The Alisal Union School District allows public use of its facilities. An organization has to complete a facilities use form indicating the purpose of the meeting. To get additional information on reserving a meeting room at a school site, contact the District Office at 753-5700.

#### SALINAS CITY ELEMENTARY SCHOOL DISTRICT

The Salinas City Elementary School District allows public use of its facilities. An organization has to complete a facilities use form to reserve a meeting room. To get additional information on reserving a meeting room, contact the District Office at 753-5600.

## POPULAR MEETING LOCATIONS

*(Continued)*

### CHURCHES/SYNAGOGUES/TEMPLES

Many area churches/synagogues/temples allow limited public use of their facilities for community meetings. Two easy ways to find out if your neighborhood can hold a meeting at a religious facility are:

- 1) Request that someone who lives in the neighborhood and attends that church/synagogue or temple make a request on behalf of the neighborhood to hold the meeting; or
- 2) Contact the church, synagogue or temple office directly to inquire about reserving meeting room space.

### CIVIC AND SOCIAL CLUBS

Many people in your neighborhood are members of civic and social clubs. Many of these organizations have their own buildings and allow their membership to use them under certain conditions. If someone in your neighborhood is a member of one of these organizations, have that person make a request for use of the facility on behalf of the neighborhood.

### RESTAURANTS

Many Salinas area restaurants have meeting rooms that are ideal for holding meetings. These restaurants may allow your neighborhood to hold a meeting at their location for little or no cost. Do not be afraid to speak with the manager or assistant manager about holding a meeting at their restaurant.

## CHILD CARE

It is important to consider child care when planning a neighborhood meeting. By providing child care you can increase the meeting attendance as well as allow participants to give their undivided attention to the issues at hand.

Helpful child-care hints for a small meeting (*maximum ten people*) include:

- ▶ Request in advance that people make arrangements for child care
- ▶ Find a neighbor to watch the children (*responsible adult*)
- ▶ Under supervision, arrange for children to see an appropriate video or movie (*not recommended for children under four*)
- ▶ Arrange a special room where children are supervised with activities such as story reading, crafts, board games, manipulative activities such as Lego or Duplo.

Helpful child-care hints for large meetings (*more than 10 people*) include:

- ▶ Request in advance that people make arrangements for child care
- ▶ Arrange for adult supervised child care in a separate room at the meeting location.
- ▶ Contact a local youth organization such as the Boy Scouts or Girl Scouts to see if they would consider an orientation for children while the meeting is taking place, if age appropriate.
- ▶ Arrange for professional child care services with a non-profit organization for a nominal fee.

For additional information on child care services, contact Children's Services Incorporated at 424-6939, extension 36, or Monterey County Child Care Resource and Referral, at 757-0775.

## NEIGHBORHOOD CLEANUPS

Clean-ups sponsored by residents are a great way to improve the appearance of a neighborhood and instill community pride. Neighborhood clean-ups in Salinas have resulted in many success stories.

You may already have people within your neighborhood interested in a neighborhood clean-up project. By working together, the homeowners, renters and businesses of your neighborhood may want to organize a clean-up to address any or all of the items listed below:

- ▶ Cleaning up vacant lots
- ▶ Removing abandoned/junk cars from private property
- ▶ Removing abandoned/junk cars from public streets
- ▶ Removing automobile and truck tires from the neighborhood
- ▶ Weed Abatement (*cutting weeds*)
- ▶ Removing household junk from private property
- ▶ Removing Graffiti from fences, buildings and signs
- ▶ Painting fences and fire hydrants
- ▶ Removing broken glass from public and private property
- ▶ Cleaning up neighborhood parks (*trash removal/landscaping/painting*)
- ▶ Removing debris and junk from neighborhood creeks
- ▶ Removing shopping carts from neighborhoods

You may have many people within your neighborhood interested in participating in a clean-up project. Your community's planning of a clean-up event and the number of homeowners, renters and businesses that participate will determine its success.

If you would like to organize a clean-up for your community, please complete the Neighborhood Problem Solver Worksheet on page #7 to identify the boundary of the area requiring cleanup and to identify the neighbors that will implement the cleanup. After your first meeting with (at least) three neighbors from the Neighborhood Problem Solver Worksheet, communicate with a Neighborhood Services Coordinator (758-7993 or 758-7382) or with your Councilmember to discuss ideas for your second meeting.

## NEIGHBORHOOD CLEAN-UPS

*(Continued)*

The City's Neighborhood Services Coordinators can help you get prepared for your neighborhood meeting to discuss having a community clean-up project. The Neighborhood Services Coordinators can help you answer questions regarding:

- ▶ How to get your neighbors involved?
- ▶ How much do clean-ups cost and what paperwork is needed?
- ▶ How to make arrangements with BFI?
- ▶ How to get assistance from the City's Maintenance Services Department?
- ▶ How to advertise/promote your event?

### GETTING YOUR NEIGHBORS INVOLVED

The Neighborhood Services Coordinator will help you plan a neighborhood meeting to get residents interested in a community clean-up. The meeting should include as many of the neighborhood's homeowners, renters and businesses as possible. The reason for having the neighborhood meeting is to:

- ▶ Schedule a clean-up date (for cleanups sponsored by neighbors of your community)  
*(At least six (6) weeks from the date of your meeting)*
- ▶ Time of the clean-up
- ▶ Neighborhood boundaries for the clean-up
- ▶ Resources/equipment needed to have a clean-up

Additionally, the Neighborhood Services Coordinator will help with planning details such as: volunteers, water, equipment and supervision of children.

### CLEAN-UP COSTS AND PAPERWORK

There are costs related to neighborhood clean-ups that vary depending on your needs. The Neighborhood Services Coordinator will assist you in figuring out clean-up costs.

Before beginning a clean-up, you may need a "Special Events Permit" which is provided by the City. You can obtain this permit by calling the Special Events Coordinator at 758-7217 and will need to submit it at least one month before the date of the cleanup. The City also requires that you have Liability Insurance for the event, if it will be held in a public area.



## INFORMACION ABOUT YOUR NEIGHBORHOOD CLEAN-UP

### BEFORE THE NEIGHBORHOOD CLEAN-UP

1. Plan to have at least 50 homes within the boundaries of the clean-up area.
2. The group must provide method(s) to inform and involve the neighbors.
3. The group must present a list of bin locations and the names, addresses and phone numbers of people who will be monitoring each bin. (For every bin ordered a minimum of two people are needed.)
4. The group must organize and plan the event two months in advance of the event date.
5. Group must submit a *City of Salinas Special Events Application* for other related activities. (e.g., *street closure for block party, amplified sound.*)

### FINAL ANALYSIS OF YOUR NEIGHBORHOOD CLEAN-UP

Today's Date / Name of Group: \_\_\_\_\_

Please list date of neighborhood cleanup.

_____	_____	_____	_____
Month	Year	Start Time	End Time

Number of houses covered by neighborhood cleanup? \_\_\_\_\_

Contact Person for your group?

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

_____	_____	_____
Telephone (Work)	Telephone (Home)	Email

Please list the major streets/cross streets that formed the boundaries of your neighborhood cleanup.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Number of Bins collected? \_\_\_\_\_

Size of Bins:  \_\_\_ yard    How many? \_\_\_\_\_





Please provide addresses of where you planned for Bins to be located.

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

▶ \_\_\_\_\_  
Contact Person                      Address                      Telephone

\_\_\_\_\_

Name of the 2 persons who will monitor the Bins

# INFORMATION ABOUT YOUR NEIGHBORHOOD CLEAN-UP

*(page 2)*

## QUESTIONS?

If you have any questions  
regarding this form,  
please contact,  
**Neighborhood Services**  
at 758-7382  
or 758-7993



## REQUEST FOR ADDITIONAL CITY SERVICES

Will your group need additional City services?  Yes  No

*Additional services may include tree-trimming services, street sweeper, abandoned vehicle, painting of fire hydrants, curbs and park repair or painting. Please list any other special needs that exist in your area.*

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Please provide a brief summary of the projected plan the neighborhood group will implement in order to maintain a clean neighborhood after the community cleanup is conducted.

*(example: information will be distributed to neighbors on a monthly basis on the importance of maintaining a clean neighborhood, meetings will be held every two months to remind neighbors about the importance of keeping the neighborhood clean.)*

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Please list all neighborhood or community activities your group has participated in the past year.

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Please list any future activities your neighborhood group will participate in?

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---

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## CHECK LIST

- |                                            |                                                                        |
|--------------------------------------------|------------------------------------------------------------------------|
| <input type="checkbox"/> Copy of flyer(s)  | <input type="checkbox"/> Number of bins                                |
| <input type="checkbox"/> Outreach Plan     | <input type="checkbox"/> Special Events Application <i>(if needed)</i> |
| <input type="checkbox"/> List of addresses |                                                                        |

IF ASSISTANCE IS NEEDED, CALL THE OFFICE OF:

Neighborhood Services

(831) 758-7993

or (831) 758-7382

## INFORMATION ABOUT YOUR NEIGHBORHOOD CLEAN-UP

*(page 3)*

## QUESTIONS?

If you have any questions regarding this form, please contact,

**Neighborhood Services**

at 758-7993

or 758-7382



## NEIGHBORHOOD CLEAN-UPS

*(Continued)*

### BFI

BFI is contracted by the City to provide you with curbside garbage and recycling service. Call BFI at 775-3840 and give them the clean-up time, date and when the dumpsters should be delivered. Dumpsters range in price depending on capacity. BFI can provide you assistance on the actual costs. Please mention you are having a neighborhood clean-up.

#### **20-yard or 30-yard dumpster** — \$168.68

*Please note that for each bin, you will also need to pay a deposit of \$174 to cover the cost of movement of waste (equivalent to \$58 for each ton, for a total of 3 tons) and a fee of \$27 to BFI to pay for the cost of permit(s) required by the City.*

*If you have more than 3 tons of waste in a bin, each additional ton has a cost of \$58.00. If there is less than 3 tons of waste in a bin, you will be reimbursed a certain amount of the deposit, depending on the weight of the waste which you have collected.*

### CITY OF SALINAS NEIGHBORHOOD SERVICES PROGRAM

The City wants to help you have a successful clean-up. Call Neighborhood Services at 758-7993 or 758-7382 to receive technical assistance such as information on how you can recruit volunteers or gain access to tools, supplies and other equipment needed, depending on the type of cleanup.

### ADVERTISING YOUR EVENT

By advertising your event, you can increase participation of your neighbors in the community clean-up project. Tips include:

- ▶ Make flyers, posters and banners announcing your event.
- ▶ Distribute flyers door to door to all residents (*homeowners, renters and neighborhood businesses*)
- ▶ Get permission to place your publicity materials in public places such as: public bulletin boards at local grocery stores and at apartment complexes.
- ▶ Prepare a press release (*see Appendix F: Publicizing your event*)

Additionally, you will need to contact all your neighbors (*homeowners, renters and local businesses*) to remind them about the clean-up three days to a week before the event. You may want to distribute a flyers and/or make key phone calls to insure your neighbors participate.

APPENDIX D

## A LETTER TO AN ADVISOR/WISE PERSON.

September 8, 2007

Mr. Bob Smith  
Principal  
Mountain High School  
888 Mountain Cliff Road  
Salinas, CA 93900

Dear Mr. Smith

Thank you for agreeing to serve as our neighborhood advisor. As I mentioned on the telephone, the residents of Ivy Lane are interested in meeting to discuss the proposal to locate a 24-hour XYZ Liquor Express Store in our neighborhood. We do not want another liquor store in our neighborhood.

As we discussed, I am reminding you of the two meetings dates that we need your help:

On Tuesday, September 21, 2007, we have planned a meeting to finalize the meeting agenda and the flyer for distribution to our neighbors. The meeting will take place at Mrs. Simmons' house from 6:00 p.m. until 7:00 p.m. Mrs. Simmons lives at 414 Ivy Lane.

Our neighborhood meeting to discuss this problem with all our neighbors is planned for Tuesday, November 12, 2007. The meeting time is from 7:00 p.m. until 9:00 p.m. at the John Steinbeck Library. Steinbeck Library is located at 110 W. San Luis.

Thanks once again for agreeing to assist us and I look forward to seeing you on Tuesday, September 21. If you have any questions or suggestions prior to our meeting, please do not hesitate to call me at work at 777-7777 during the day and at 555-5555 during the evening hours.

Respectfully yours,

Victor Salazar  
Concerned Ivy Lane Neighbor

**A LETTER OF CONCERN TO AN ABSENTEE PROPERTY OWNER.**

**APPENDIX D  
LETTERS**

*(Continued)*

June 16, 2007

Mr. Frank Tate  
765 Ford Circle  
Salinas, CA 93999

Dear Mr. Tate:

As a long time owner of property on Ivy Lane, you are very well aware of the pride we take in our homes. The colorful bungalow houses and the beautiful flower gardens make Ivy Lane a nice place to live.

As residents, we are writing you regarding your rental property at 222 Ivy Lane. We are very concerned about the way your tenants are maintaining this property. The beautiful flower garden that was in the front yard when you lived at this address has been replaced with overgrown weeds and two junk cars. Additionally, the house paint is peeling and there is a lot of "stuff" located in the side yard.

On behalf of all the neighbors on our block, we are requesting your assistance in doing a little spring cleaning and making the necessary repairs to the house. If you would like to discuss this issue further or need assistance, please call me at 666-6666.

Sincerely yours,

Mary Jones

Concerned Ivy Lane Neighbor

**APPENDIX D  
LETTERS**

*(Continued)*

**A THANK YOU LETTER TO A PROPERTY OWNER.**

January 3, 2007

Mr. Frank Tate  
765 Ford Circle  
Salinas, CA 93999

Dear Mr. Tate:

The residents of Ivy Lane would like to thank you for doing the necessary repairs to improve the appearance of your house at 222 Ivy Lane.

This work has improved the appearance of the entire block. We are especially pleased to know that in addition to removing the junk cars and the stuff in the side yard; that you are planning to paint the house.

Additionally, we have noticed a change in the attitudes of your renters. They now mow the lawn on a regular basis and have kept the curb and sidewalk in front of the house clean.

Thank you once again for your prompt attention to this matter.

Sincerely yours,

Fred Wong  
Ivy Street Neighborhood Group



## A LETTER OF CONCERN TO A PROPERTY OWNER.

## APPENDIX D LETTERS

*(Continued)*

February 5, 2007

Ms. Fred Burnett  
333 Rocky Road Lane  
Salinas, CA 93900

Dear Mr. Burnett:

As everyone is well aware, curb-side parking is difficult to find at night and on weekends in our neighborhood. Recently, several neighbors have begun to park their cars on the front lawn due to the limited curbside parking.

As residents of Rocky Road Lane, we do not agree with the practice of parking cars on the front lawn. Parking cars on the front lawn is unsightly and has the potential of lowering property values. If you are one of the neighbors who has begun to park cars on the front lawn, we are requesting that you find other places to park your cars.

If you need help finding additional parking for your cars, please call me at 666-7777. I am sure as neighbors working together, we can fix this problem.

Sincerely yours,

Greg Sheppard  
Concerned Rocky Road Neighbor

APPENDIX D  
LETTERS

*(Continued)*

A LETTER OF CONCERN TO A PROPERTY OWNER.

June 2, 2007

Ms. Melanie Carson  
1313 Mockingbird Lane  
Salinas, CA 93900

Dear Ms. Carson:

Today, I noticed that your fence has graffiti slogans painted on it. As you are probably well aware, graffiti vandals are painting similar slogans on fences, garages and businesses throughout our neighborhood. This vandalism is beginning to have a negative impact on the appearance of our neighborhood.

Unfortunately, the Police have been unable to catch the person(s) responsible for this awful crime. The Police gave me two pieces of valuable advice to try and deter this type of crime that I would like to share with you:

1. Look out for suspicious activity and report it to the Police; and
2. Immediately remove graffiti if your property is vandalized. By removing the graffiti immediately, you are discouraging the vandals from repeating this practice at your address.

If you need help in removing the graffiti on your fence, please call the Salinas Graffiti Removal Program at 758-7926. In addition, if I can assist you in removing graffiti from your property, please contact me at 333-3333.

Sincerely yours,

Debbie Schottle  
Concerned Mockingbird Lane Neighbor

**A LETTER OF CONCERN TO A PROPERTY OWNER.**

**APPENDIX D  
LETTERS**

*(Continued)*

June 2, 2007

Mr. Joe Smith  
333 Rocky Road Way  
Salinas, CA 93900

Dear Mr. Smith:

Residents in our community are working together to improve the neighborhood. We would like you to join us in our efforts. Our main goal is to promote community pride in the community by voluntarily complying with existing Municipal Codes and correcting maintenance problems as noted below.

Your property at \_\_\_\_\_

has been brought to our attention. The Problem is \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your attention to this problem area and your voluntary compliance in correcting the situation is requested. If you have any questions or need assistance with this request, we invite you to call Fred Klein at 444-4444.

Sincerely yours,

Thomas Perez  
Concerned Rocky Road Way Neighbor

APPENDIX E

## INVITATION TO A CITY COUNCILMEMBER

January 15, 2007

Councilmember Bob Black  
City of Salinas  
200 Lincoln Avenue  
Salinas, CA 93901

Dear Councilmember Black:

I am writing to follow up on our telephone conversation on January 7. As we discussed, the vacant lot at 777 Forest Street that has served as a dump site for the past three years. Each time the site is cleared, the garbage and refuse return. In an effort to develop a permanent solution to this neighborhood nuisance, residents in our neighborhood have decided to hold a neighborhood meeting to begin the development of a permanent solution to this problem.

I am confirming your attendance at this meeting scheduled for Saturday, February 3, 2007 at 2:00 p.m. The meeting will be held in the Community Room of Chavez Library. Please contact me if you have questions or need additional information at 555-5555

Respectfully yours,

Morgan Westin  
Concerned Forest Street Resident

## PUBLICIZING YOUR EVENT

Even the best planned event will not succeed if it is not well publicized. To ensure your event is well publicized, designate a member of your project team as the publicity coordinator. However, please remember that it is everyone's responsibility to spread the word about your event. Here are some suggestions and ideas for publicizing events in your neighborhood:

- ▶ Make flyers, posters and banners announcing your event.
- ▶ Distribute flyers door to door to all residents (*homeowners, renters and neighborhood businesses*)
- ▶ Get permission to place your publicity materials in public places: local restaurants, libraries, recreation centers. Also take advantage of public bulletin boards at local grocery stores and at apartment complexes.
- ▶ Prepare a press release (see sample on following page)
- ▶ Make a comprehensive list of media contacts
- ▶ Get your event listed on radio, television and newspaper community calendars.
- ▶ Prepare public service announcements (PSAs) for radio and television (see samples on following pages). Public Service Announcements are good ways to get out information about your event. Call the community affairs representatives of local television and radio stations to determine how to place PSAs.
- ▶ Make sure that all of the information that you send to the media contacts includes information on how to reach your contact person. Include information such as: name, title, phone number, fax number, e-mail and mailing address of the contact person.

## APPENDIX F PUBLICIZING YOUR EVENT

*(Continued)*



### SAMPLE PRESS RELEASE TO NEWSPAPERS, RADIO, OR TELEVISION

#### PRESS RELEASE *(For Immediate Release)*

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Date: July 15, 2007

Contact Person:

John Doe, Meadowbrook Neighborhood Association

Daytime Telephone # (408) 555-5555

Evening Telephone # (408) 666-6666

#### NEIGHBORHOOD CLEAN-UP

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The Meadowbrook Neighborhood Association has scheduled a community clean-up on Saturday, August 4, 2007 from 7:00 a.m. until 3:00 p.m. Clean-up activities are scheduled for all streets bounded by Davis Creek, Elm, Maple, Cedar and Fifth Street. In addition, a targeted clean-up of the following areas is scheduled: Removal of debris and garbage from the Davis creek-bed running from Elm to Fourth Street. Removal of graffiti from fences and buildings throughout the neighborhood; and removal of trash, bulky items and glass from the vacant lot at the corner of Elm and Third Street.

An awards presentation hosted by the Mayor and a free neighborhood barbecue for all participants is scheduled from 1:00 p.m. until 3:00 p.m. Any member of the public interested in donating cleaning supplies or participating in this event, please contact John Doe, project coordinator at 555-5555 between 8:00 a.m. and 5:00 p.m. and 666-6666 after 6:00 p.m.

#####

**SAMPLE PUBLIC SERVICE ANNOUNCEMENT (PSA) FOR  
RADIO OR TELEVISION**

**APPENDIX F  
PUBLICIZING  
YOUR EVENT**

*(Continued)*

**(10-SECOND ANNOUNCEMENT)**

On August 4, 2007 from 7:00 a.m. until 3:00 p.m., residents of the Meadowbrook Neighborhood are scheduling a community-wide clean-up. Call John Doe at 555-5555 for details.

**(20-SECOND ANNOUNCEMENT)**

On August 4, 2007 from 7:00 a.m. until 3:00 p.m., residents of the Meadowbrook Neighborhood are scheduling a community-wide clean-up. An awards presentation hosted by the Mayor and a free neighborhood barbecue for all participants is scheduled from 1:00 p.m. until 3:00 p.m. Any member of the public interested in donating cleaning supplies or participating in this event, please contact John Doe at 555-5555 for details.

**(30-SECOND ANNOUNCEMENT)**

On August 4, 2007 from 7:00 a.m. until 3:00 p.m., residents of the Meadowbrook Neighborhood are scheduling a community-wide clean-up. Clean-up activities will include: removal of debris and garbage from the Davis creek-bed running from Elm to Fourth Street; removal of graffiti from fences and buildings; and removal of trash and debris from the vacant lot at the corner of Elm and Third Street.

An awards presentation hosted by the Mayor and a free neighborhood barbecue for all participants is scheduled from 1:00 p.m. until 3:00 p.m. Any member of the public interested in donating cleaning supplies or participating in this event, please contact John Doe at 555-5555 for details.

## APPENDIX G

### CONTACTS FOR COLLECTION OF SHOPPING CARTS

PLEASE NOTE THAT THIS LIST SHOULD BE USED AS A GUIDE TO CALL OWNERS OF SHOPPING CARTS. THIS LIST IS NOT EXHAUSTIVE..

#### GROCERY STORES

Albertson's - Davis Rd..... 753-7300  
Albertson's - S. Main..... 758-8233  
Cart Smart (Albertsons)..... 384-2650  
Arteaga's Super Store..... 757-1172  
El Charrito..... 424-9446  
Fairway Market..... 424-5665  
Fiesta Foods..... 444-7894  
Food 4 Less..... 753-6630  
FoodMaxx..... 442-3111  
FoodsCo..... 424-0455  
Gigante Super..... 449-2393  
Gin's Super Market..... 422-0841  
Joe's Produce Market..... 758-0225  
La Esperanza Market..... 422-2848  
Mi Pueblo Food Center..... 751-9713  
Nob Hill Foods..... 758-8481  
Safeway - Constitution Blvd.... 663-6432  
Safeway - 1546 N. Main..... 442-7500  
Salinas Grocery Outlet..... 442-3666  
Smart and Final..... 754-1068  
Star Market..... 422-3961  
Super Max..... 757-5080  
Young's Market..... 758-4034

#### SUPERMARKETS

Best Buy..... 444-9517  
Big Lots..... 424-7076  
Circuit City..... 442-3600  
Dollar Tree Stores..... 442-5538  
Factory 2 U..... 754-2184  
Home Depot..... 443-9600  
K-Mart..... 757-3601  
Kohl's..... 444-9730  
Cart Smart (Longs)..... 384-2650  
Marshall's..... 442-3041  
Michael's..... 442-3506  
99 Cents Only..... 751-3999  
Rite-Aid - Northridge Mall.... 449-5451  
Ross..... 751-2015  
Target..... 442-0547  
Wal-Mart..... 751-0231