



# Neighborhood Advocacy

## Steps to Advocacy with your Neighbors

### Step 1: Educate Leaders & Your Neighborhood

Have a clear message and make sure everyone knows the goal

### Step 2: Develop Coalitions

Look in and outside of the neighborhood for other groups with similar interests

### Step 3: Demonstrate Community Support

Write Letters and go to City Council en masse

### Step 4: Contact Elected Officials & Staff

Arrange to meet with officials or their staff to share your goals and answer questions.

### Step 5: Utilize the Media

Public radio, community newspapers and newsletters abound.

### Step 6: Utilize the Neighborhood System

The 95 recognized Neighborhood Associations have a history of working with the city to improve their community and the city as a whole. Neighborhood Associations in Portland have a special relationship with the City that gives residents the ability and the responsibility to provide input into what their community looks like – it's an inside track to elected officials and decision-makers. However, it's still a lot of work to get neighbors voices heard. Your district coalition office can connect you to other neighborhoods, community groups, and individual activists that might share your passion.

## Spotlight: Northwest District Plan Remand

The Northwest District Association advocated for a Remand of the Northwest District Plan to allow for zoning changes and to analyze

transportation impacts. The neighborhood made sure their voice was heard, sending many letters to city councilors and attending public hearings, testifying on behalf of specific changes to the neighborhood Plan. The neighborhood

originally appealed the Plan hoping that the plan could be refined in five critical areas for refinement : 1)Strengthen design review



specifics and process 2) Develop and apply a master plan to the Transition Zone 3)

Accelerate the creation of a green street link between Northwest and the Pearl District 4)Tame traffic, improve pedestrian safety and address contentious parking demands 5) Provide funded support for affordable family housing in Northwest and in other Neighborhoods. The

neighborhood's history of critical thinking led to positive relations with the city in developing a plan that all could be happy with.

**NEIGHBORS WEST-NORTHWEST:** A Coalition of Central Westside Neighborhoods

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