

B. BUILDING COMMUNITY CAPACITY [BCC]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p>BCC-1 Build the capacity of community organizations and associations.</p>	<p>BCC-1a Establish a funding program, through the City budget, grants, or by seeking philanthropic donations, to provide small financial contributions to neighborhood and business associations for capacity-building activities. This can include:</p> <ul style="list-style-type: none"> – Neighborhood events – Printing and distribution of materials – Signage – Website design – Communication tools 	<p>City, Neighborhood Groups, Community Groups/Funders</p>
	<p>BCC-1b Create a Neighborhood Toolkit, inclusive of:</p> <ul style="list-style-type: none"> – How to create a community website – Effective and inclusive neighborhood outreach – How to plan and facilitate an effective meeting – Preparing “Welcome to the Neighborhood” packets to recruit new members – How to organize a community garden – Zoning 101 – How to effectively engage in land use and development decisions – How to navigate the City Council legislative process – How to access and use City open data – Successful grant writing and fundraising – Tips for running a successful, inclusive neighborhood association – How to prepare a neighborhood plan 	<p>City, Neighborhood Groups</p>

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
BCC-1 Build the capacity of community organizations and associations.	BCC-1c Make a concerted effort to expand neighborhood association membership to include all age groups, people from diverse racial and socio-economic backgrounds, people with disabilities, tenants, and business owners.	Neighborhood Groups
	BCC-1d Pursue a Love Your Block Grant or similar grant, which would give the City funds to provide small grants to support volunteer-led community projects in neighborhoods.	City , Community Groups/Funders, Neighborhood Groups
	BCC-1e Support and participate in the creation of a deaf community master plan by deaf Rochesterians.	Deaf Community , City
BCC-2 Continuously improve City Hall public outreach and communication of City services.	BCC-2a Continue to promote City services through: <ul style="list-style-type: none">– Media and social media outreach– Web maps and apps– City staff attendance at community meetings– Tabling at special events	City
	BCC-2b Continue to host meetings with neighborhood and business groups to encourage collaboration between the City and the community.	City , Neighborhood Groups, Business Community
	BCC-2c Have City staff more regularly attend community meetings to provide direct interface with constituents.	City
	BCC-2d Develop a “Public Engagement Protocol” for City departments to clearly outline goals, objectives, approaches, and tools for all City staff to reference when interacting with constituents. Ideas for meeting locations, times, formats, style, and inclusive outreach should be included in the protocol discussion and product.	City

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<p>BCC-3 Improve City Hall systems to make them more inclusive and accessible.</p>	<p>BCC-3a Implement the City of Rochester Language Access Plan, including providing greater provisions for non-English speakers and blind/hearing impaired individuals.</p>	<p>City</p>
	<p>BCC-3b Develop protocol for when to make language interpreters available at City meetings and events, and as well as when City publications or surveys should be translated.</p>	<p>City</p>
	<p>BCC-3c Improve the accessibility of City communications, including developing a protocol for when webpages and online documents need to be 508 compliant, and implementing training for City web coordinators on how to improve the accessibility of pages they manage.</p>	<p>City</p>
	<p>BCC-3d Explore options for improving access to 311 for non-English speaking residents.</p>	<p>City</p>
	<p>BCC-3e Leverage City Hall relationships and permitting to support improved accessibility provisions at special events, festivals, and other community gatherings throughout the city. This could include offering training for event organizers in ways to make events more accessible.</p>	<p>City, Center for Disability Rights, Event Sponsors</p>
	<p>BCC-3f Consider creating a new City position for an Immigrant/Refugee liaison to help better engage immigrant/refugee communities in the city, gather their input, and connect them with services, resources, and opportunities.</p>	<p>City</p>

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BCC-3 Improve City Hall systems to make them more inclusive and accessible.	BCC-3g Apply for the Gateways for Growth Challenge grant to secure funds for the development of municipal initiatives that support immigrants.	City
	BCC-3h Join over 100 cities in becoming a Welcoming America member, to better develop partnerships and resources that can help to support the immigrant and refugee communities.	City
BCC-4 Increase resident engagement in City decision-making processes.	BCC-4a Attend board and commission meetings to learn about or to provide input into local government decision making.	Residents
	BCC-4b Actively engage and invite city residents to participate in boards and commissions. Create strategies for engaging traditionally underrepresented populations and young people that would bring an important perspective to decision making.	City
	BCC-4c Get involved in City government by becoming board and commission members.	Residents
	BCC-4d Continue to involve residents in the budget process through community meetings and other means that encourage input from all residents.	City, Residents
	BCC-4e Work with the Rochester-Monroe Anti-Poverty Initiative as they pilot a Participatory Budgeting demonstration project to see what can be learned from their results, as well as from past City-led examples of this model.	City, Residents, RMAPI

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<p>BCC-5 Increase youth engagement and empowerment.</p>	<p>BCC-5a Prepare a citywide youth master plan to assist the community in prioritizing the needs of children, establishing goals, aligning resources, and maximizing youth potential and outcomes.</p>	<p>The Children's Agenda, Center for Teen Empowerment, City, RCSD, Monroe County, Community Groups/Partners</p>
	<p>BCC-5b Engage youth in community organizations, such as Neighborhood Associations.</p>	<p>Neighborhood Groups, Community Groups/Funders, City, The Children's Agenda, Center for Teen Empowerment</p>
	<p>BCC-5c Continue ongoing professional development for all City employees that engage with youth and encourage other groups who work with children to be trained in: Restorative Practices, De-escalation Techniques, and Trauma-informed approaches.</p>	<p>City, Community Groups/Funders</p>