

# Recipe for a Successful Organized Neighborhood

1. 5-8 Dedicated Neighbors for a Core or Steering Group  
Have a small meeting with Santa Cruz Neighbors representative and Police Officer
2. Find out who your Santa Cruz Police Dept. Beat Sergeant or Beat Officer is.  
This can start a good relationship with your neighborhood and can help for Neighborhood Watch.
3. Collect contact information, mainly emails from your neighbors.
4. Find 1 or 2 neighbors who will be the keepers of the “Master” email list  
This master list is kept in confidence and **always** Blind Copied (BCC) when sending out emails. Sending out meeting info or mass neighborhood information on a minimal basis.  
**You can STOP here .....but there are more steps to make communication even easier in the future.**
5. Choose Street Mayors, Block Captains (call them what you like)  
A key person on the block that will distribute flyers/newsletters from time to time  
Initially may be the person who also takes the time to knock and talk with neighbors to collect names /emails.
6. Seek out a Neighbor that will start up and monitor the Yahoo / Google Group List for on-going neighborhood information. This has proved to be a valuable tool for neighborhood conversations. This will be a higher volume of emails and for some people this is not helpful.  
**Any more steps will be beyond the basics – here’s more ideas**
7. Set up an Emergency Preparedness Group – C.E.R.T. Trained by Fire Department
8. May want to Map Assets in your neighborhood  
Knowing what businesses / services neighbors can provide can be helpful

Any of these are optional and you may come up with a whole new idea of organizing. If you do come up with new ideas, please share with Santa Cruz Neighbors.

The essentials of the organizing are in the first 4 points. Number 4 can really help with more people involved and is recommended. The last 2 items are taking the organization to a higher level. Neighbors will get involved at their level of time allowed.

- The idea to set up the organization this way allows more people to be involved in the main part of the organization and does not burden one or two people only with doing it all.
- Core group can figure out boundaries or neighborhood area by checking the Santa Cruz Neighbors website under “Neighborhoods” tab and checking out the map of neighborhoods organized in the City of Santa Cruz. The City of Santa Cruz will recognize you as a neighborhood with borders and will contact your representative with information if something is happening in your neighborhood, i.e. development, street paving, traffic changes or anything else that may come up in the future.
- Core group can meet to figure out date, time and place of larger neighborhood meeting. There are flyer ideas on the [www.santacruzneighbors.org](http://www.santacruzneighbors.org) website or make up your own!
- Many forms of other information you can use for your first meeting such as “10 Things You Can Do In Your Neighborhood” OR you may want neighbors to take a survey to find out what they want to focus on. Examples are on website.
- Initially it may be the core group that finds “street mayors” and some of them may be the “street mayors”. Name / Email collection may take time in the beginning but it has a large payoff in communication efforts. Sign

in Form and Knock & Talk Script is on the website. What is key, is that whomever does the knock and talks to get names and emails...it's important for them to look for more key contacts that will be involved at some level of the organizing. "More neighbors involved the less work for all." When it does come to getting a flyer out (because not all neighbors will have computer access) you go to the "street mayors" to get flyers out. It doesn't take long to get out 20-40 flyers when you are just dropping them at the door. **Remember, flyers CANNOT be put in mail boxes.**

- Friendly advise – when your neighborhood is 50/50 on an issue (can always take a poll or get petition signed to find out) don't touch it. If you know that over 80% wants something to happen then you can jump in. Otherwise let that 50% go off and form their own group.
- Contact a Santa Cruz Neighbors representative to attend your neighborhood meeting at least in the beginning until you get established – There is a lot of information you can learn from them as they already have been doing this neighborhood outreach in many ways and for many different reasons, i.e. neighborhood watch, developments, code violations, partnering with police, developments in neighborhood and more.
- Once you are networked in to Santa Cruz Neighbors you will have networked into many resources and contacts for information.
- Know that you are making a difference by taking the initiative to start your neighborhood organization. You are also making a difference to the City of Santa Cruz as well by your involvement. Thank you.