

Creating a Positive Neighborhood Image

I. Neighborhood Identity Enhancement and Promotion

- Select a unique and defining neighborhood name
- Clarifying neighborhood boundaries and identity
- Creating an oral or written history of the neighborhood
- Developing a neighborhood logo or brochure
- Facilitating a neighborhood newsletter, web page, or communication system

II. Neighborhood Pride-Building Activities

- Clean-up campaigns
- Neighborhood or block parties
- Potluck dinners and neighborhood social events
- Beautification and landscaping projects
- Neighborhood banners and entry signs

III. Exterior Enhancement and Positive Standard Setting

- Incentive loans for exterior improvements
- Paint grants or volunteer paint/repair program
- Landscaping incentives loans or purchasing cooperatives
- Coordinate model block initiatives

IV. Public Communication and Media Outreach

- Press tours and information programs
- Programs for supporters and government officials
- Ad campaigns
- Broadcast “talk” shows
- Yard signs with messages

Based on the work of Dave Boehlke, Jon Gonzales, & Marta Howell – 2001 Neighborhood Reinvestment Training Institute