

Block Leaders: You're an Essential Piece of the Neighborhood

Good Neighborhoods are those where neighbors work together on common concerns and look out for each other.

Block Leaders ...

- Connect Neighbors
 - Improve communication and increases public safety and understanding in the neighborhoods. Block Leaders help to acquaint neighbors and connect the neighborhoods to the City. We welcome and encourage co-leads!
- Improve Communication
 - Encourage neighbors to see beyond differences and work together on common interests. Leads gain the inside track on new city programs and projects and are vital links between City Hall and the neighborhoods. Block Leaders pass on information to their neighbors from the City, and report back local concerns or issues.
- Increase Public Safety
 - The single most important determinant of our safety is the extent to which we know our neighbors. Block Leaders help neighbors look out for each other and get to know each other before emergencies. When disaster hits, Block Leaders check in with their neighbors and (if previously trained) report any damage or injuries to the City.

Social Element

How can we keep Cupertino safe, healthy, and happy, AND resilient in the face of disaster?
Building social bonds and a sense of community!

- Create a contact list for your Block – collect names, phone numbers, emails, and addresses. This information should be shared within your Block. To respect data privacy, this information is not shared with the City of Cupertino
- Block Parties are not the only way to socialize – maybe a coffee hour, book club, or Neighborhood Watch meeting serves your area better, do what works for you!
- Keep in touch! Pass information between the City and residents
- You need to have some social connection to neighbors to build trust and sense of community, so get out there and say hello!

Emergency Element

- In a disaster situation, first responders are unlikely to respond to individual needs and residents will need to rely on their neighbors. Report your neighborhood's status and needs to your closest ARK. This may be done with a runner or radio communication.
- If you are trained and feel safe enough to do so, provide aid.
- If you are told to evacuate, do so and encourage your neighbors to evacuate as well.

Time Commitment

- Attend Block Leader meetings or trainings each year. Meetings are held on a variety of

topics

- Gather your neighborhood once a year. Organize a potluck, block party, ice cream social, Neighborhood Watch group, emergency preparedness training, or other activity of interest to neighbors
- Keep neighborhood contact lists updated and establish regular communication with neighbors. Who on your block knows all about solar panels? Who has First Aid training? Help your neighbors support one another.

Tips to Organize the Neighborhood

- Knock on doors to introduce yourself
- Plan a Block Party
- Set a Neighborhood Watch meeting
- Coordinate an emergency preparedness training
- Compile a neighborhood roster
- Work on common concern or neighborhood project
- Create a group chat on WhatsApp, Facebook or any other social tool
- Sign up for NextDoor

Some neighborhoods have logical boundaries that are easy to recognize, while others require more judgment on the part of the Block Leader. In general, established Block Leaders have told us to target about 20-30 homes and hope for 5-10 initial responses. As Block Leaders become more established, they may choose to expand their area, but the number of people and area you coordinate is always up to you.

For more information or to become a Block Leader contact: Marta Drown

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