



**Southlake Program for the
Involvement of Neighborhoods**

**TML Elected Officials' Conference
February 12, 2010**

Integrity
Innovation
Accountability
Commitment
to Excellence
Teamwork

Today's Agenda

- **What is SPIN?**
- **What does SPIN do?**
- **What are the City's responsibilities?**
- **What is the staff role?**
- **What are the benefits and results?**

What is SPIN?

- **Southlake Program for the Involvement of Neighborhoods**
- **Created November 2, 1993**
- **Communication**
- **Communication**
- **Communication**



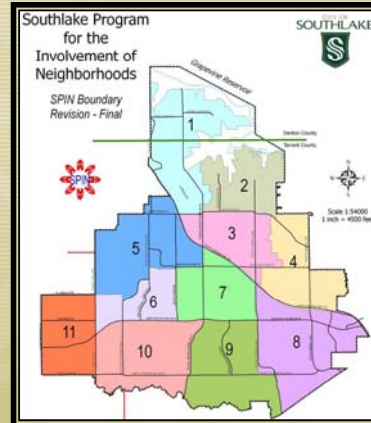
Mission

To provide a forum which fosters open and timely communication between the citizens and city government regarding programs, activities, and issues affecting the quality of life in the community in order to provide positive relations and a stronger sense of community.



What is the SPIN Standing Committee?

- **SPIN Standing Committee**
 - **Council-appointed representatives:**
 - **11 Neighborhoods**
 - **2 At-Large**
 - **Neighborhood communication specialists**



SPIN Standing Committee Responsibilities

- **Host forums and neighborhood meetings**
- **Stay Informed**
- **Communicate**
- **Communicate**
- **Communicate**



What does SPIN do?



- **Forums**
 - Neighborhood
 - Citywide
 - Regional

- **More than 700 meetings held since 1993**



Forum Process

1. **Developer contacts SPIN Representative and/or staff**
2. **SPIN Representative and developer agree on SPIN meeting date according to availability**
3. **SPIN Representative formally requests a SPIN meeting from City Staff**
4. **City Staff sends "Meeting Request Form" to developer**
5. **Developer completes form and returns to City by deadline**
6. **City Staff coordinates phone notification, website posting, signage, etc.**
7. **City Staff prepares staff report post-meeting**

SPIN Forums

- **Meeting Topics**
 - City Development
 - Economic development
 - Transportation Issues
 - Safety and emergency readiness
 - Water conservation
 - Local City Council and School Board candidate Forums



What else does SPIN do?

- **City Council Interaction**
- **Networking**
- **Marketing and Communication**
 - Meeting Notification System
 - SPIN Website
 - Roadway Signs



What are the City's responsibilities?

- **Program Operating Costs**
 - \$12,000 average annual budget
 - Pre-phone notification system = \$25,000
 - Expenses: Signage, meeting supplies
- **Staff Liaisons**

What is the Staff Role?



- **City Liaisons**
 - City Manager's Office
 - Planning and Development Services

Benefits and Results of SPIN

- **Citizen impact**
 - Understanding of and involvement in local government
 - Role in guiding the growth and direction of the city
- **Over 700 meetings held**
- **1000s in attendance**



“As long as SPIN involvement stays strong, either would be guided by the continuously expressed desires of Southlake residents in handling key issues as mayor.” – Fort Worth Star Telegram regarding 2009 Mayoral election





Questions?

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www.SouthlakeSpin.org

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