

BUREAU BUSINESS DISTRICT AND NEIGHBORHOOD ASSOCIATION LIAISON DESCRIPTION
(aka City-Community Liaison)
September 20, 2005

The purpose of the Neighborhood Business District and Neighborhood Association Liaison is to build a strong relationship between Portland city government and the citizens it serves. Liaisons are assigned to work with specific neighborhood associations and business districts to provide a single point of contact for navigating City services and information. The liaisons are expected to be knowledgeable about the district's characteristics and needs, and build a strong partnership with their assigned associations. Effective, comprehensive, and timely response to problems, concerns, and issues are critical to the liaison's success.

The liaison has several primary responsibilities:

- Establish a two-way communication between citizens, business owners, business employees, neighborhood organizations, and City staff in order to create a City voice in the Community and a Community voice in the City.
- Provide assistance and serve as an advocate on neighborhood and business district issues as well as work to identify emerging issues in the district.
- Advocate the investment of city resources in neighborhood and business districts based on the overall Community's needs and goals. Advocate, where appropriate, for policy changes that reflect the district/association's interests.

Liaisons are expected to actively respond to the interests and concerns of the districts and associations to which they are assigned. They are not expected to personally handle all requests, but rather help to inform, refer, and connect neighborhood people with the best way to access services. They attend and participate in community based meetings on a regular basis to hear citizen and business concerns first hand, as well as answer phone and email requests for information. The liaisons are tasked with bringing issues and concerns forward to the appropriate City staff and ensuring that a timely and comprehensive response is provided. Turn-around time for an initial response to information requests should be no longer than 1 business day and include a projected timeline for issues that require a more detailed response.

The ideal liaison is an individual who is a credible self-starter with a strong pro-active approach to problem solving and follow-up. Knowledgeable about the district assigned, the liaison must be an effective communicator of both the Community's needs as well as the City's perspective on issues that arise. The ideal liaison is readily accessible to the district and available to attend meetings at a variety of times throughout the day including early morning, mid-day and evening.