

CRITERIA FOR PICKING ISSUES:

JACC is a small organization with limited resources. JACC is simply incapable of dealing with every issue that is of concern to someone in the neighborhood. Therefore, JACC uses these criteria in determining whether we should be involved in an issue.

- **ISSUE MUST BE WINNABLE.**

The issue must have clearly defined goals that can be achieved in a limited period of time. If JACC goes after issues that are not winnable, then we will be wasting people's time and leaving them feeling powerless and frustrated.

For example, an issues campaign to clean up all rental properties in the neighborhood is not winnable, because this cannot be achieved within any limited period of time. However, the Dirty Thirty campaign is a winnable issue, because it aims to clean up 30 specific rental properties within a 18 month period.

- **ISSUE MUST BE OF DEMONSTRATED TOP CONCERN TO A LARGE PROPORTION OF THE NEIGHBORHOOD.**

If an issue is of little concern to people in the neighborhood, then even if JACC wins the issue, it will do little to improve the neighborhood; people simply will not care. JACC identifies top issues through neighborhood surveys, block meetings, and the Jordan Forum. We get top priorities from hundreds of Jordan residents. We work hard to find out the top concerns of lots of people, to make sure that the issues we work on really are the concerns of most people in the neighborhood, and not simply the pet peeves of a few people.

- **ISSUE MUST ATTRACT ACTIVE SUPPORT SUFFICIENT TO WIN THE ISSUE.**

Over 90% of the time put into JACC is contributed by neighborhood volunteers. The JACC staff alone can have little effect in the overall condition of the neighborhood. Only by the active involvement of hundreds of volunteers is JACC able to have such a big impact in the neighborhood.

JACC is a resource to help people to help themselves, not a social service agency that does things for people. To have maximum impact on the neighborhood, JACC must focus on those issues that will attract active involvement of neighborhood people.

- **ISSUE MUST HELP TO UNIFY THE NEIGHBORHOOD.**

JACC Must work on those issues that will bring the diverse constituencies of Jordan together, not tear them apart. This will help make Jordan a true community.

- **ISSUE MUST BE OF BENEFIT BOTH MATERIALLY AND PSYCHOLOGICALLY TO THE NEIGHBORHOOD.**

An issue must be tackled in a way that will both clean up a problem and make people feel good about their neighborhood. For example, there is a drug house on the block. In the first scenario, police come in and bust the drug house. In the second scenario, people have a block meeting, and identify the drug house as a top issue. They track activity through surveillance sheets, and meet with the police every two weeks. Then the police go in and bust the drug house. In both scenarios, the drug house is eliminated; however, only in the second scenario do people feel a sense of pride and empowerment and desire to go after the next block issue.

- **ISSUE MUST EXPAND VOLUNTEER BASE.**

Winning one issue alone will not solve all the problems of the neighborhood. JACC must always aim to pull in volunteers to work on other issues. For example, a block wants to get a rundown rental property cleaned up. In the first scenario, someone calls the councilperson and picks it as their top issue, writes up a list of concerns, puts those concerns in a letter, circulates the letter around the block once a month to track progress. Only in the second scenario has the block built a volunteer base so that once the property is cleaned up, the block can then work to get a party house closed down.

- **JACC'S INVOLVEMENT MUST BE KEY TO THE SUCCESS OF THE ISSUE.**

If an issue is going to be won regardless of whether JACC is involved in it or not, then JACC should not be involved in that issue. Instead, JACC should be involved in those issues where its involvement will be a determining factor in the issue's success. For example, a block wants to shut down an illegal car repair service. The city is going to shut it down regardless of whether or not JACC is involved. In this example, JACC should not be involved in the issue, but instead we should focus our attention on issues where JACC's involvement will make a difference.