

Cupertino Block Leader Program

Building community, one block at a time



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Block Leader Program

- Block Leader Program Beginnings
- What is a Block Leader?
- How does Cupertino support its leaders?
- How do Block Leaders gather and communicate with Neighbors?

Program Beginnings

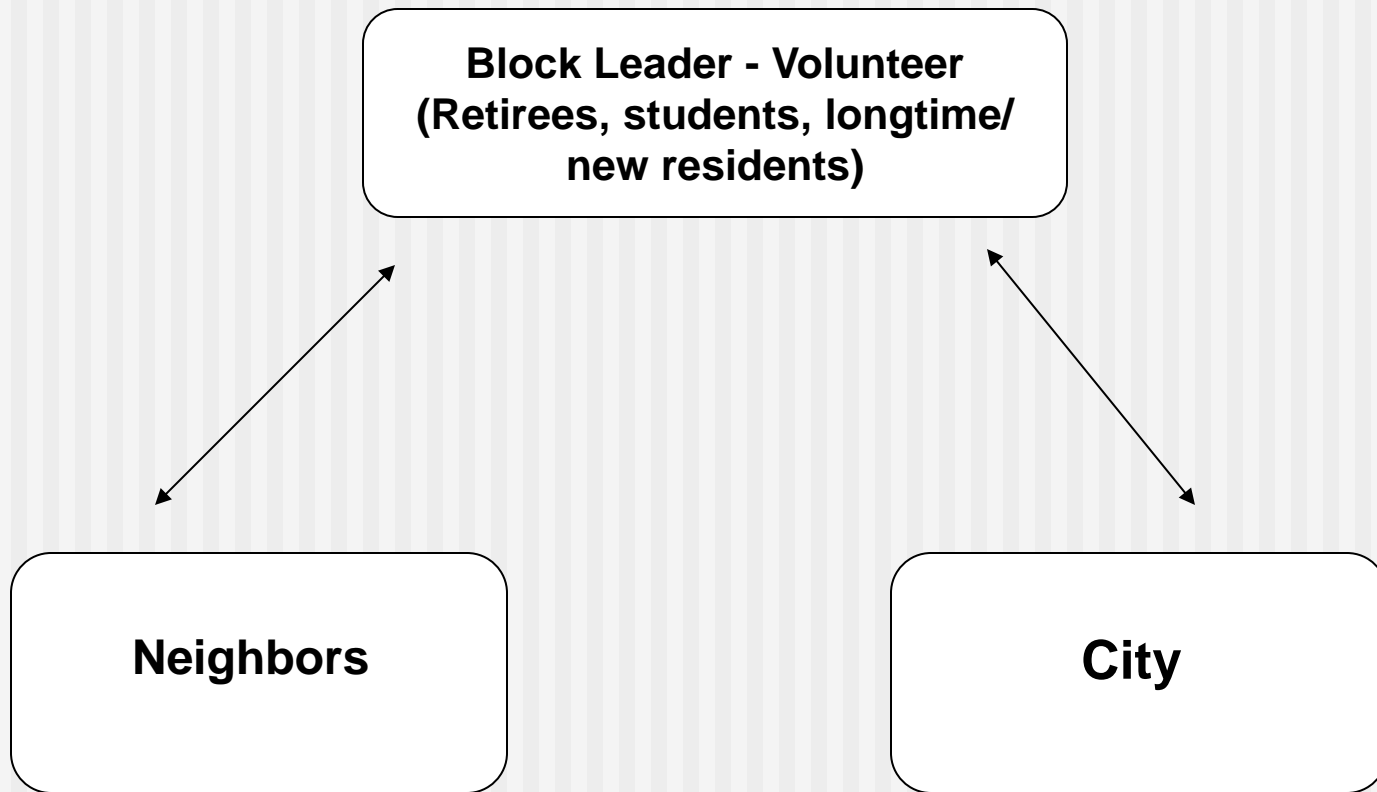
- **Demographic shift** (mid 1980s, 74 percent European immigrants; today 60 percent Asian)
- **Connect longtimers and newcomers**
- **September 11**
- **Block Leader Program:**
 - Bridges cultural divides
 - Provides easy access to city services
 - Enlists residents as partners in public safety

What is a Cupertino Block Leader?

- A volunteer who helps neighbors to reduce crime, respond to emergencies, enhance understanding
- A voice of the neighborhood
- Channel for the city to communicate, plan, and work with neighborhoods
- Means to build civic engagement and participation



What is a Block Leader?



How Does the City of Cupertino Support Block Leaders?

The City provides:

- Trainings for updates and peer connection
- Guidebook with sample fliers
- ID cards
- Photocopy services
- Notices to target info & introduce new citywide programs

Information to Block Leaders

- Pilot & new programs (apps)
- Pertinent to area, such as street repairs, building permits
- Public safety (missing persons, street closures, mosquito fogging)



How do Block Leaders Gather and Communicate with Neighbors?

- Knock on doors to introduce self
- [Block Parties](#) (free city program)
- National Night Out & Neighborhood Watch
- Emergency training
- Work on common concern
- Neighborhood rosters, email, Nextdoor



References

- 2015 – National League of Cities’/National Black Caucus of Local Elected Officials’ - Diversity Award
- 2014 - Migration Policy Institute (Sept. report)
[“Immigrant Civic Integration and Service Access Initiatives: City-Sized Solutions for City-Sized Needs”](#)
- American Immigration Council: Immigration Impact (Sept)
[“Cities Find Creative Ways for Civic Immigrant Integration”](#)
- 2013 - SafeWise Report: 50 Safest Cities in California ([Cupertino #12](#))
- 2010 - League of CA Cities’ [Helen Putnam Award](#) for Excellence: Enhancing Public Trust, Ethics, and Community Involvement



CUPERTINO **BLOCK LEADER**

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www.cupertino.org/blockleader