

Community Participation Program 2012 Annual Report

Neighborhood Organization: Cleveland Neighborhood Association

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1. Stakeholder Involvement

Reviewing your CPP activities in 2012, Please provide information about:

- What outreach and engagement activities did you carry out in 2012?
We door-knocked a large section of the neighborhood, targeting areas that did not currently have block clubs. We also, significantly improved our use of social media, email and texting to maintain communication with residents. We hosted several outreach events in Cleveland Park, we tabled at Lucy Laney School's events, and we began Block club leader networking gatherings.
- How did you reach out to and involve under-represented communities in 2012?
Our door-knocking efforts were specifically to reach out to those not currently involved in the organization, blocks where we had no current resident contacts. After first contacts with residents (whether through door-knocking, community events, or other outreach), staff offered to meet with the resident to learn more about their interest and feedback regarding the community and organization. We used this feedback to add to our programming as well as to alter some of our existing programming.
- Did you find any strategies to be particularly successful? Why?
Door-knocking is often the most successful first-contact strategy. Offering a second meeting where we take the resident out to lunch or coffee at a local establishment has helped to create an incentive for the resident to build a deeper relationship with the organization.
- What did not work so well? Why?
Some of our programming last summer was poorly attended due to lack of marketing/advertising before the events and also possibly due to too many events in the same time period (exhausting the base of regular attenders)
- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?

248 (This does not include our large community events).

- How many individuals volunteered in organization activities?

37 individuals

- How many individuals participated in your organization's activities?

Approximately 3,154. This includes our summer concert series, 3 concerts with about 3000 attendees total (those attendees likely overlap a bit). Our other all-community gatherings now average about 50 individuals attending.

- How many people receive your print publications?

Quarterly newsletter is mailed to 1,345 addresses, which reaches the 3000+ residents in the Cleveland Neighborhood. It is also sent home with about 700 students at Lucy Laney School and is distributed to local businesses.

- How many people receive your electronic communications?

We have 572 Subscribers to our email list

2. 2012 Highlights

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

- What was the issue or opportunity the neighborhood was facing?
In meeting with many residents during the summer of 2012, it became apparent that Cleveland Park was an area in need of specific focus and community input. Some residents did use the park and had an interest in increasing its amenities and use; others didn't due to perceptions of crime but also saw it as a potential community asset.
Cleveland Park is scheduled for renovation funds from the Minneapolis Park Board in 2017, which is not too far off and has given the neighborhood an opportunity to be proactive in its approach to driving a community-led vision for the park.
- Who was impacted?
This park impacts nearby residents, the students who attend Laney school, the residents who use the park and the surrounding community. Cleveland Park has the potential to serve as a community gathering space for Cleveland and north Minneapolis residents.
- What steps did you take to address the issue or opportunity?
We leveraged an opportunity to hire a student from the University of Minnesota Landscape Architecture department to help us create a community-led vision for Cleveland Park. In collaboration, we hosted a series of gatherings at the park, focus groups with residents and park users and conducted surveys.
- What was the outcome?

The result was a professionally designed document that embodies the input and vision residents would like to see take hold in Cleveland Park. This document will help guide the organization in priority setting, advocacy, and engagement in the coming years and serves as a complement to the community vision for the Penn and Lowry site development.

A *Friends of Cleveland Park* group was formed out of the engagement and this group will be engaged quarterly to take small steps toward park improvements over the coming years.

(Photos from those events are attached)

3. 2012 Accomplishments

Please provide information about your other accomplishments in 2012:

- What were your organization's major accomplishments?
 - Live on the Drive 2012 was our biggest season yet (fifth year), three summer concerts with over 3000 total people in attendance
 - Cleveland Cooks – Partner event with Appetite for Change hosting opportunities for residents to cook together and to share a meal together.
 - Corner Art Adventure – Our first 'block club event toolkit' module, a simple event for residents to host on their block.
 - I Want ___ In My Neighborhood Initiative – A useful engagement tool for asking residents what their priorities are for our community. This was used for door-knocking, community events and specifically for one of our community gatherings.
 - We worked with the city to remove a blighted property on Lowry Avenue for future development.
 - We approved the acquisition of a residential property on Upton Avenue.
 - Partnered with Nice Ride to promote the use of bikes along the corridor and allow residents to try out the new Nice Ride bikes.
 - We hosted our annual garden tour.
 - We hosted a winter event, February Follies, on the parkway.

- How were individuals in your community directly impacted by your work?

A large amount of our work was focused on building connections between residents. Strengthening block clubs and neighborhood connections builds a healthier community for all residents.

We have also focused on forward thinking and advocacy. We've worked on advocating for development in Penn and Lowry, Cleveland Park, Light Rail, Penn Avenue development and more. This will have longer term impact for our individual residents.

4. *Housing*

What percentage of time did your organization spend on housing-related activities?

38% of our staff time in 2012 was housing-related. This includes our monthly housing / community development committee, development decisions as well as our door-knocking to ask residents about their specific needs. We also discuss properties of concern during our Crime and Safety meeting and take long-term approaches to addressing concerns. This percentage was captured via timesheets by staff.

5. *Financial Reports*

Please provide an income and expense report for your organization for the year. (Please include all funding sources).

Financials are included in a separate pdf

In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.

1. ***Impact***

What interactions with City departments occupied a major part of your time? What worked well? What could be improved?

Our primary engagement with the City was with the NCR department. We also did work with the development and housing departments. We recognize it will take work on the part of our organization's staff to learn the intricacies of navigating the vast network of departments and roles. One way to facilitate this would be to make it easier to access to an organizational map of the departments, including a directory of who to talk to for a variety of issues. Often the NCR staff is our main contact for these concerns.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City? 4

2. ***City Communications - effectiveness***

Is the information that you receive from the City understandable and useful?

I believe the emails we receive regarding upcoming meetings could be improved. Rather than an email with a notice of an agenda and a link, emails could contain complete agendas, a brief summary at the beginning of the main items (in general terms relevant to residents), and attached documents.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 3

3. ***City Communications - timeliness***

Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

Notification regarding city activities has been adequate.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? 4

4. ***City Departments***

How can City departments improve the way in which they function in your neighborhood?

Making a personal contact with the organization, being willing to attend a neighborhood gathering, just to listen and learn and hear from residents (not only when there is a specific agenda item that needs to be tackled) would be beneficial.

5. *City Assistance*

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group?

The Access and Outreach department is a valuable aspect of NCR. However, it doesn't have the resources to offer translation and translation services directly. Rather than having every neighborhood navigate this on their own (because those that want to sometimes don't have the knowledge or know how to figure it out, and many don't prioritize it as they should), why not provide funding and resources for these services to be available right at NCR?

Just as a specific example: Providing written translation services for community event flyers for all neighborhood organizations would not only create greater access for more residents, but it would also allow NCR to get a better understanding of which organizations are actively engaging a broad base and if they are taking the advice of NCR Access and Outreach in making their programming more inclusive.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? 4

6. *Other comments?*