

**Community Participation Program  
2012 Annual Report**

Neighborhood Organization: Fulton Neighborhood Association (FNA) \_\_\_\_\_

Contact person: Ruth Olson \_\_\_\_\_

Date of Board Approval: 4/10/2013 \_\_\_\_\_

**1. Stakeholder Involvement**

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

- **What outreach and engagement activities did you carry out in 2012?**
  - Fulton Fall Festival
  - 6<sup>th</sup> Annual BLEND Awards
  - Dedicated information table each week at the Fulton Farmers Market for outreach and volunteer recruitment
  - Wishlist Survey
  - 7<sup>th</sup> Annual Fabulous Fulton Plant Sale
  - Friends of Fulton Awards
  - Monthly FNA meetings
  - FNA Annual Meeting
  - Bi-monthly newsletter delivered to 2600 residents and businesses
  - Monthly E-newsletter delivered to 700+ subscribers
  - FNA website
  - FNA Facebook Page
  - Nextdoor Fulton
  - FNA Housing Loan Program
  - FNA Information Sign
  - FNA Block Contact List
  - Welcome Packet Distribution
  - FNA Business Directory
  - FNA Zoning Committee
  
- **How did you reach out to and involve under-represented communities in 2012?**

FNA identifies renters as an under-represented community in Fulton neighborhood. As renters tend to be younger in age and more technology based, we have increased our outreach efforts on our website and social media sites. Furthermore, we used the Fulton Farmers Market to reach out to residents of all ages, including renters, and conducted a survey to find out what issues are most affecting them and how FNA can help affect change in those areas.
  
- **Did you find any strategies to be particularly successful? Why?**

The new social networking site, Nextdoor Fulton, has been an extremely useful tool to carry on neighborhood conversations. This is a new networking tool that is

similar to Facebook, but meant for neighborhoods. We have seen an increased participation on this site and expect it to continue.

The Fulton Farmers Market, Fulton Fall Festival and bi-monthly newsletter also continue to be very effective methods to reach residents.

- **What did not work so well? Why?**

The Fulton Facebook page sees little activity due to other social media platforms.

The informational sign, although visible from the busiest street in the neighborhood, does not seem to attract attention. Further evaluation is needed.

- **How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?**

We reached approximately 250 people through our monthly meetings, the Annual Meeting and through phone and/or e-mail contact.

- **How many individuals volunteered in organization activities?**

Approximately 150 individuals volunteered in organizational activities.

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

Approximately 27,000 people participated activities of the organization (this includes the Farmers Market (1000 people per week), Plant Sale, Festival and other smaller activities).

- **How many people receive your print publications?**

2600 residents and businesses receive our print publications.

- **How many people receive your electronic communications?**

Approximately 700 people receive our electronic E-news. Another 300 receive notices via Facebook or Nextdoor Fulton.

## 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?**  
Fulton residents have expressed concern with the proposed flight path changes at MSP Airport and the continued trend of housing tear-downs and redevelopment.
- **Who was impacted?**  
Every resident and business owner in the neighborhood.
- **What steps did you take to address the issue or opportunity?**  
FNA worked with the City and other neighborhoods to schedule an informational meeting with appropriate staff and elected representatives to address these issues at a neighborhood meeting in early January, 2013. Notice of the meeting to residents was accomplished using a variety of communication channels
- **What was the outcome?**  
Over 100 people attended the meeting and were able to get information and ask questions.



### 3. **2012 Accomplishments**

Please provide information about your other accomplishments in 2012:

- **What were your organization's major accomplishments?**
  - FNA conducted a Wishlist Survey at a variety of forums: Fulton Farmers Market, Fulton Fall Festival, website and newsletter. The results of this survey are very important to FNA and have already begun guiding work of the organization.
  - The Fulton Farmers Market continues to be an incredible opportunity for FNA to engage residents on a weekly basis. We are able to use our table at the market to share information about FNA activities and events, recruit volunteers, solicit feedback, survey needs and make connections with community partners.
  
- **How were individuals in your community directly impacted by your work?**

The results of the Wishlist Survey have begun to shape plans for further support to the Farmers Market and future consideration of upgrades to Minnehaha Creek. Every resident of the neighborhood has a stake in the sustainability and health of the Creek as it is a public asset that has high prominence in the neighborhood.

Furthermore, FNA strives to respond to feedback from the community gathered at all of its events and has been instrumental in providing opportunity for information gathering and discussion about topics of concern that affect the quality of life in the neighborhood.

**4. *Housing***

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

Approximately 3.5% of staff time was spent on housing-related activities.

**5. *Financial Reports***

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

See separate document.

**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?**

The majority of our time in interactions was spent with NCR, CPED and Minneapolis Park Board.

We have received exceptional communication from the Minneapolis Police Department. We find their communications to be very important to the neighborhood and appreciate the partnership they offer Fulton. In particular, CPS Amy Lavender has been instrumental in sharing valuable time and resources with Fulton neighborhood.

**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?**

Yes, but many times it is more information than we need in certain areas and less than we need in others. Fine-tuning the information to each specific neighborhood would be helpful.

Again, the effectiveness of communications from CPS Amy Lavender is quite high. She provides us with useful information and community resources and responds quickly to requests for further information.

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.**

This is difficult to answer as there aren't a great number of City activities in Fulton. We do receive good notice of any Minneapolis Police meetings, etc. We also receive timely notices from Public Works in regard to road and/or utility projects and from CPED in regard to variance and permit requests.

We have struggled in getting consistent and timely information regarding public art opportunities.

On a scale of 1 to5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? \_\_\_2\_\_\_

4. ***City Departments***

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

Better communication between departments would help. For example, Public Works could better communicate its plans with other departments.

5. ***City Assistance***

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

We have a great relationship with our NCR Specialist, Stacy Sorenson. Stacy always responds quickly to phone calls and e-mails and passes along relevant information. We feel very lucky to have Stacy and appreciate her attention to detail and service to her neighborhoods.

On a scale of 1 to5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? \_\_\_5\_\_\_

6. ***Other comments?***