

Community Participation Program 2012 Annual Report

Neighborhood Organization: Logan Park Neighborhood Association LPNA

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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?

LPNA formed **four** outreach committees and organized **four** general outreach events and participated in **nine** other programs and **three** NRP efforts.

The committees were:

NE Film Series — Celebrating the multi-cultural identity of Northeast

Minneapolis. This committee planned the showing of films that epitomize other cultures in Northeast in the native tongue of that culture with English subtitles. Planning also included serving food from the culture and a discussion of the film to be led by a spokesperson for the culture represented. The first cultures selected were French, North African, Mexican and Polish. Five volunteers formed this committee.

807 Broadway St NE Taskforce formed to influence the sale of the old Minneapolis Public School Administrative building. Tours of the 807 building were held for Logan Park residents and the greater Northeast community and beyond were included. Fourteen volunteers met 2-4 times per month to plan, inform and coordinate efforts around the marketing of 807 Broadway and to represent the neighborhood perspective on the sale of this 250,000 square foot campus in the heart of the neighborhood. Minneapolis College of Art and Design interns were involved from the Global Perspectives and Human Factors class to find innovative and sustainable uses for the campus. The interns assisted the 807 Taskforce with various outreach efforts in the community including letter writing, graphic design support, and marketing. 807 Taskforce members used neighborhood input as a basis for their presentations to the Minneapolis School Board and City Council Office. 807 Taskforce worked closely with Haila Maze from CPED, MPS staff, School Board Member, Jenny Arenson and Council Member, Kevin Reich.

Digital Divide: This committee formed to make the Holland Hi-Rise (located at 1717 Washington St NE in Logan Park Neighborhood) Wi-Fi and computer enabled. The 186 resident families are either senior citizens or disabled. They lacked connectivity to the internet as demonstrated by City ITS staff Otto Doll

and Elise Eberhardt. LPNA included 9 organizations in the effort to plan the closure of the digital divide. Included were:

The Volunteers of America social worker, Rhonda Peterson,
MPHA Holland Hi-Rise Manager, Mary Ostroum,
MPHA Maintenance Director Bill Kos,
Takoda Institute, computer interns, Harry Otterness and Mark Anderson,
Holland Hi-Rise Resident Council President, Raymond Jackson & Frances
Mendenhall, Treasurer and directors,
USI Wireless employees Sam Turner and Shellee Farris
NE Lutheran Community Church, Pastor Craig Peterson
City of Minneapolis IT Department

Logo Contest: LPNA did not have a true logo prior to 2012 so a logo committee made up of board members convened in late 2011 and had a contest with a small stipend given to artists chosen as finalists. There were six local Logan Park Neighborhood artists who qualified. Voting occurred via electronic vote on Formstack and via paper election box and at a community meeting via dotmocracy.

Events:

Community Sing & Soup was held in January 2012. Over 150 singers from the community and beyond came to sing and have a hot lunch on a cold, cold day. LPNA involved 5 youth from the MPRB Logan Park cooking class to make the soup. 175 bars were eaten and 100 were served soup. Not all stayed for lunch. "Minnesota Sings" led the group. LPNA used this opportunity to establish a mailing list of all the residents and businesses in Logan Park Neighborhood. We found out there were 1271 active addresses by mailing an oversized invitation postcard via 1st class mail with return request for undeliverable addresses. LPNA now has an accurate mailing list for every active address. There had been an exponential expansion of the business addresses in Logan Park Neighborhood over the past 15 years because many warehouses have been turned into artist studios and each studio is a business.

CleanSweep: LPNA has held a neighborhood clean sweep every year for a quarter century. Many residents look forward to the event and count on it to get rid of unwanted material. In 2012, one packer truck was filled and over 25 tires were picked up. Approximately 80 homes and at least 4 businesses participated.

Lights of Logan: Each year for the past 22 years Logan Park has held a contest in December that encourages people to put out lights, in the darkest of months, to lower crime and lighten spirits. In 2012, two hi-rise residents participated for the first time. Renters and homeowners get involved in this fun event. It helps that there is a small prize amount for 1st, 2nd, and 3rd place. Judges are "qualified by the board to be independent, do not live in the neighborhood, and have proven artistic background sufficient to make aesthetically sound decisions regarding lights."

Seed Exchange: Gardeners from the community contacted LPNA and requested that a Seed Exchange be held and publicized. It was held in the fall and many people drifted in and out in an open house type event. Lots of squash was given away. It was a very easy event to pull off. It reached people who don't usually get involved and who were delighted to "talk vegetables". A couple of those people are now on the contact list and they are more active in community endeavors.

Other program support:

NE Parade, NE RIDE, NE Farmers Market, NE Coop Network, Edison Picnic, Open Streets, and Senior Wellness: LPNA sends representatives from the board to these events, and other events not listed, to lend a hand or show support for other community and neighborhood efforts. This helps LPNA keep abreast of the larger community needs and issues.

NRP Continuing Efforts:

LPNA continues to work on a gateway beautification project of the **Central Broadway Overpass Gateway Committee**. The gateway features public art from all ethnicities in Northeast Minneapolis. A Welcome to Northeast sign with all 13 neighborhood names on either side of the Welcome sign were paid for by LPNA donated funds and NRP funds. The neighborhood continues to improve and monitor the maintenance of this gateway to Northeast Minneapolis. This bridge beautification project began in NRP I days and includes regular communication with Mary Altman, City of Minneapolis Public Art Director. **Housing loan** programs continue through CEE and other small initiatives. **Arts and Culture** volunteers teach art classes to youth at the park and a board member is on the arts commission committee for utility box art and paint-the-pavement programs.

- How did you reach out to and involve under-represented communities in 2012?
 - 1) NE Film Series which attracted participation from the various ethnicities in Northeast Minneapolis: French-Arab/Somali-Mexican-Polish
 - 2) Youth were involved in the Community Sing event preparation and Arts Programing
 - 3) Elders and disabled people were involved in the Digital Divide Committee
 - 4) Community Sing mailing identified business owners and artists who then got involved in various LPNA committees and LPNA board of directors
 - 5) LGBT community is present on every community committee at LPNA
 - 6) LPNA recruited a Nigerian youth and his family to deliver the Logan Ledger
 - 7) Logo contest got artists involved
 - 8) Seed Exchange got gardeners involved
 - 9) Housing Loan and grant programs reached new homeowners and renters looking to buy homes

- Did you find any strategies to be particularly successful? Why?

Building neighborhood involvement tends to lay in the details. Make phone calls. Knock on doors. Respond to emails and phone messages in a timely fashion. Post things regularly to Facebook and on the website. Deliver or mail a newsletter on schedule to every resident and business. Allow volunteers to choose the agenda and act on it as group so people are truly empowered to see change they wish to see happen. Give credit where credit is due.

Listen. Reflect. Communicate. Act. Thank. Debrief. Begin again. This is community engagement.

- What did not work so well? Why?

LPNA has not reached the Spanish speaking residents very well. We need more flyers, posters and the Logan Ledger translated into Spanish.

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

14 new people via interviews at the St. Mary's Orthodox farmers market,
25 new artists via door knocking studio buildings with the Logan Ledger,
12 new people were met one-on-one at a coffee shop in Logan Park by following up from Facebook or email contact or phone calls.

30 new businesses were contacted by volunteers attempting to raise funds, put up posters or solicit food donations for the film series.

- How many individuals volunteered in organization activities?

12 board members volunteer continuously all year long in various ways,

14- 807 Taskforce members volunteered in a myriad of ways,

5 Film committee volunteers put together the series,

1 Facebook & web volunteer worked almost daily on postings,

1 Graphic Designer who does outreach posters, flyers, banners, signs etc.

1 Logan Ledger newsletter editor put out 10 Logan Ledgers over the year,

4 Digital Divide committee members met bi-monthly to plan the project,

3 Art & Culture volunteers taught students or served on City wide committees,

3 Adopt-a-Container volunteers on Monroe set out the yellow garbage bags weekly and patrolled the entire length of Monroe for litter each week.

How many participants were reached in your neighborhood?

Approximately 2500 non-volunteers directly participate in some way. LPNA reaches beyond its borders.

- How many people receive your print publications?

1271 businesses and residents receive the Logan Ledger 10 times a year. Various flyers are delivered for special events like CleanSweep, Lights of Logan, the Film Series, etc.

- How many people receive your electronic communications?

LPNA has 183 likes and reached 119 residents for the Community Sing. Weekly reach averages 87 people daily x 365 days or 31,755 Facebook touches. Logo contest was partially conducted on a Formstack account that reached 53 people who typically would not vote on a community question. LPNA does not follow the website reach.

LPNA automated the phone system to convert messages to email text and thus calls are returned more quickly than in 2011.

LPNA responded to, on average, 110 emails each month in 2012 or 1320 emails from the loganparkna@aol.com address. Many other emails were sent and received on other officer and contract staff personal email addresses. The total number of those contacts have cannot be traced accurately but total well into the thousands of emails regarding LPNA business.

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?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

No brand identity:

Logo contest was a smashing success and resulted in one new board member joining LPNA and three committee members were found at the same time. Artists were reached and thereby a very creative section of the neighborhood joined with the board. The Facebook coordinator also resulted from this outreach. The graphic designer resulted from this outreach effort. LPNA has a new brand and a brand new set of volunteers with great energy to assist with board activities and neighborhood coordination.

Development of vacant MPS building:

807 Taskforce was especially important because when the Minneapolis Public Schools administration left, Logan Park Neighborhood lost 300 high paying jobs. Further, the huge campus could have invited blight had the campus been left vacant for any length of time. 807 Taskforce succeeded in getting public tours of the building thereby ensuring that 807 Broadway became a Northeast-wide community topic of conversation and interest. Before the sale RFP was written, the 807 Taskforce was involved and made a place at the table for discussion with the City and MPS development staff. The 807 Taskforce worked closely with elected officials to keep the community interests in the forefront of the discussion regarding the disposal of the old MPS administration building and adjoining parking lot. At the end of the year it was clear to the decision makers that the community needed a jobs and business incubator. Prior to 807 Taskforce involvements it was a foregone conclusion that multiple family housing was going to be built on the site.

2012 Accomplishments

Please provide information about your **other** accomplishments in 2012:

- What were your organization's major accomplishments?
- How were individuals in your community directly impacted by your work?

Board Strategy Session: In late December 2012 the board met for a three-hour session to brainstorm ideas and set the organizational goals for 2013. A check of the goals in spring of 2013 showed that LPNA is on target and making those goals a reality. This will be repeated. It was fun and

worthwhile. The entire community is impacted because an effective neighborhood organization gives everyone a voice in City affairs affecting them.

Quick Books: LPNA decided to implement non-profit version of QuickBooks for the first time in its history beginning with the 2012 to 2013 fiscal year. Prior to June 1, 2012, LPNA was on a paper system. The QuickBooks make financial reports much easier to create and makes grant writing and monitoring easier. It is a good tool and easy to maintain. The entire community was impacted as grant writing will begin in earnest in 2013.

3. *Housing*

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

4-6% of LPNA time was devoted to housing issues. CEE continues to make loans from the revolving loan program and LPNA will set up a no interest forgivable loan program for homeowners in 2013 by investing some of the program income into this re-activated NRP housing strategy. Other housing issues concern absentee owners of rental property and resale of foreclosed property. Fortunately, Logan Park is highly desirable in the current housing market. Most houses sell almost immediately for more than the asking price. On more than one occasion potential home owners have attended LPNA community meetings to ask if anyone is thinking of selling their home and to lobby for consideration as a buyer.

4. *Financial Reports*

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

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?

1) **Minneapolis Park and Recreation Board** – Arts Program, Meeting Rooms- Youth Outreach, Movies in the Park, Advertising of park programs in the Logan Ledger

2) **Minneapolis Public Schools** – Development of the 807 Broadway former MPS administration building

3) **CPED** – Vacant property development in Logan Park Neighborhood and development of the 807 Broadway property.

4) **MPHA** – Digital Divide and wiring of the building for Wi-Fi and computer classes

5) **Business Licensing Division** – Working with them to assist business owners get new businesses launched in Logan Park Neighborhood and monitoring of existing businesses who deviate from the rules and regulations

6) **Public Works Bridge Division** – Working with them to maintain and improve the Broadway Central Gateway

7) **Public Works Recycling and Solid Waste Division** – Working with them on the CleanSweep

8) **Public Arts Division** – Working with them to get the Utility Box Art Project going

9) **NCR** – Working with LPNA neighborhood specialist, Jack Whitehurst, to navigate NRP amendments, CPPII and CPPI reimbursements and neighborhood strategies for engagement.

LPNA works well with all boards, departments and divisions. It would be great if City staffing levels were high enough to keep up with the work required and service levels expected by the citizens. The rules, regulations and contracts are hard to understand without help from the government staff. Thanks Jack.

Business owners interviewed had a different perspective. Many felt the City rules and regulations were onerous and unwieldy. For instance, sale of food permits are in one area while parking for the restaurant is in another division. Why wouldn't all restaurant requirements be in one area?

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? _____5__

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

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

Yes

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? _5_____

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.

Yes, Logan Park residents see the no parking signs for street sweeping or repair. Logan Park residents and businesses get the notices about winter parking rules and most comply without difficulty.

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? _5_____

4. ***City Departments***

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

A clearing house list of absentee property owners and their contact information would be helpful in keeping rental property from becoming problematic.

5. ***City Assistance***

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

Translation services for outreach efforts.

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? _____5_____

6. ***Other comments?***