

Community Participation Program 2012 Annual Report

Neighborhood Organization: Phillips West Neighborhood Organization

Contact person: Crystal Windschitl, Executive Director

Date of Board Approval: 3-25-13

1. Stakeholder Involvement

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

- What outreach and engagement activities did you carry out in 2012?

In 2012 Phillips West did as variety of engagement activities including; monthly Community Meetings that take place the 1st Thursday of every month, monthly Board Meetings that take place the 4th Monday of every month, 6 large Annual Events including National Night Out (the largest NNO in City 2200 participants), Senior Pride Day (350 participants), Peavey Park Celebration (1800 participants), Phillips Fall Clean Sweep (400 participants), Winter Social (300 participants), Spring Clean Sweep (125 participants).

- How did you reach out to and involve under-represented communities in 2012?

We translate all of our English event flyers into Somali & Spanish. We work with many Organizations and Partners in the neighborhood & beyond to involve as many diverse stakeholders as possible.

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

Without partnerships from other stakeholders we would not be successful at all. Some of our regular partners for 2012 included: Abbott Northwestern Hospital, Accountability MN, Allina Corporate Headquarters- Minneapolis, Augsburg Fairview Academy for Health Careers, Bridging Minneapolis, Centerpoint Energy, Children's Hospitals & Clinics- Minneapolis, Community Action of Minneapolis, Cristo Rey Jesuit High School, Ebenezer Care Center Ebenezer Loren on Park Apartments, Ebenezer Tower Apartments, Indian Health Board, Kaleidoscope Place Kids, Legal Aide of MN, Phillips Local Food Resource Hub, Lutheran Social Service of MN, Mad Dads Minneapolis Chapter, Messiah Lutheran Church Minneapolis, Midtown Community Safety Center, Midtown Greenway Coalition, Midtown Sheraton Hotel, Minnesota Adult & Teen Challenge, New Hope Baptist Church, Open Eye Figure Theatre, PICA Headstart, Ryan Companies, Saint Mary's University, The American Swedish Institute, Waite House, Wells Fargo Home Mortgage and Xcel Energy. With these Community Partnerships we collectively brought in

about \$80,000 in additional income in 2012 to fund projects such as Midtown Safety Center Operations, National Night Out, Winter Social, Clean Sweeps, Peavey Park Celebration, etc.

- What did not work so well? Why?

It is hard working with so many partners the hardest part is “staff changes” when staff changes occur it is challenging because we have to foster a new relationship and partnership with that person and they sometimes don’t understand the value of Community Relations. It takes a lot of work building relationships.

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

PWNO staff & Board collectively estimates face to face outreach to be about 800-900 individuals.

- How many individuals volunteered in organization activities?

Estimate 600-700 individuals. Between the two Clean Sweeps alone we have 525 volunteers but we host 4 other additional large scale events so that is how we arrived at this estimate.

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

5,000+

- How many people receive your print publications?

E-List just over 500, website & FB we do not monitor, Snail Mail 120, Alley Newspaper cannot measure unsure of their reach?

- How many people receive your electronic communications?

E-List just over 500, website & FB we do not monitor, Snail Mail 120, Alley Newspaper cannot measure unsure of their reach?

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?
Main issue is rental we are at 94.5% rental we would like to see less rental and more home ownership. We offer NRP Housing funds to current residents & landlords but we only have 202 owner occupied units. It would be nice if we could have more flexibility with those funds.
- Who was impacted?
Everyone is impacted by not having a healthy influx of housing 94.5% rental is not considered a “healthy influx” we need a better influx of mixed housing opportunities.
- What steps did you take to address the issue or opportunity?
We have no control over the “free market” or the City issuing rental licenses. We only have control over making the Housing units themselves better and we do offer attractive programs for not only owners but for property owners to better their properties.
- What was the outcome?
Housing is stable we only had 1 problem landlord/property that was an issue in 2012. The fact that we only had 1 problem property speaks volumes in any given year we normally have dozens.

3. 2012 Accomplishments

Please provide information about your other accomplishments in 2012:

- What were your organization's major accomplishments?
Fundraising , Community Partnerships & Stakeholder Relations.
- How were individuals in your community directly impacted by your work?
Open platform to address issues effecting Community, open Communications, a variety of Community Building events to improve relationships, Safety Center in Neighborhood so residents can file Police Reports and report Crimes.

4. *Housing*

What percentage of time did your organization spend on housing-related activities?
20% or more.

5. *Financial Reports*

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

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 time spent with Ward 6 City Council took the most time second to that our Communication with the Park Board, then NCR & Public Works.

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?

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.

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?

No suggestions at this time.

5. ***City Assistance***

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

No suggestions.

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?***