

Community Participation Program 2012 Annual Report

Neighborhood Organization: Stevens Square Community Organization

Contact person: Steven Gallagher, Executive Director

Date of Board Approval: April 30, 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?
 - Door knocking
 - Social networking
 - Website traffic
 - Community meetings
 - Situational meetings
 - Employ an outreach coordinator
 - Hold events to develop relationships with residents
 - Engaged through events and activities
 - Engaged landlords to provide email addresses of new residents
 - Provide a neighborhood newsletter (two times a year)
 - Provide an E-Newsletter once a month
 - Provided seven city requested community meetings

Stevens Square Community Organization currently employs a Community Organizer in order to reach out to under-represented groups. We have contact(s) at the low income housing buildings. Also, representations of minority groups are well attended at community meetings. We strive to be inclusive of everyone who has an interest in our neighborhood.

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

Our largest under-represented group is renters, or non-homeowners. We have adopted an outreach policy to specifically target these individuals as they move into our neighborhood. Utilizing our contacts with local landlords we will create a welcome packet, and email data entry which should result in a larger semblance of this population.

Also, our mini events will target areas in which renters gather. Meaning, targeted door knocking, small information gatherings at coffee shops and Stevens Square Park should also assist in the endeavor.

2. Did you find any strategies to be particularly successful? Why?

We are in the beginning of creating an electronic data entry for new renters in the neighborhood. This has proven to be fairly successful. However, our goal is in three years (average residency is 18 months) SSCO will acquire 80% of resident email addresses.

Also, the mini events worked very well. We were able to reach out to 189 residents during three events. These residents were those who have not participated in the organization previously.

3. What did not work so well? Why?

Out of all of our strategies door knocking seems to be the least productive for time spent. Over 1000 units of housing were door knocked this past year with a ROI of 12 new members. However, we hope that combining the door knocking with our data acquisition will have a more positive impact in 2013.

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

Through all of our strategies SSCO was able to have direct contact with approximately 550 residents.

5. How many individuals volunteered in organization activities?

144 volunteers assisted SSCO during 2012.

6. How many individuals participated in your organization's activities?

This number is approximate, as our events during the year are rather large. We have estimated during 2012 over 3400 people participated in our events.

7. How many people receive your print publications?

Our print publications sent out two times a year reach 3,212 households.

8. How many people receive your electronic communications?

Our current newsletter has 458 individual email addresses; our listserv (Yahoo!) has 322 individual email addresses. Our Facebook site has 207 members.

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?

The events for 2012 were as follows:

- Red Hot Art in Stevens Square Park
- Cinema and Civics every Wednesday during June and July
- Neighborhood Clean Sweep (two times)
- Art Squared
- Neighborhood “get together” (three times)
- National Night Out coordination (three locations)
- Four mini-pop up events around the neighborhood

A major accomplishment was the Old Abbot Hospital complex (110 East 18th Street) in its started rehabilitation into 125 apartment units. SSCO shepherded this project, in its good and bad stages, to ensure residents were protected and heard. We expect the project to be completed by January 2014.

SSCO was involved in the coordination of activities for 137 East 17th Street. This building was gutted by fire last winter. SSCO's direct contact, with the previous owner, and new owner lead to the rehabilitation of this historic building instead of planned demolition.

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?

SSCO worked with the Minneapolis Police the most out of City Departments. However, licensing and inspections also had quantitative time with our organization.

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, however the information for ordinance or zoning changes, as well as, variances should be explained more in the initial mailing.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 3.5

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.

The City has yet to have an activity in our neighborhood.

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?

Our neighborhood finds city departments are easily worked with.

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 would like to see the NCR look more into a group grant writer, accounting, and healthcare services.

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?***

The NCR department and SSCO communicate on an as need basis. However, maybe SSCO is not fully utilizing NCR's services. Our NCR liaison is excellent to work with.