

## Community Participation Program 2013 Annual Report

Neighborhood Organization: **Cleveland Neighborhood Association**

Contact person: **Ariah Fine**

Date of Board Approval: 3/17/14

### **1. Stakeholder Involvement**

Reviewing your CPP activities in 2013, Please provide information about:

- What outreach and engagement activities did you carry out in 2013?

- 3 Live on the Drive summer concerts
- 3 Party in the Park events at Cleveland Park
- 1 Book Fiesta to kick off summer reading
- 3 Halloween Parties
- 2 Community Conversations to set neighborhood priorities
- 10 Block Parties
- 1 March Mayhem winter snow fort building event
- Street Forum – resident engagement (summer ongoing)
- Mobile Ball Pit – Ongoing resident connection activity
- 27 registered National Night Out events
- Doorknocking – before and after events
- Artist Workshops – poetry, spoken word, writing workshops
- 2 Open Mic events at the Lowry Cafe

- How did you reach out to and involve under-represented communities in 2013?

We engaged through direct doorknocking, new community events that targeted locations and activities that would be of interest to under-represented communities. We hosted significantly more events than we have in previous years. We worked at building strong relationships with follow up emails, phone calls and texting to welcome, thank and engage residents.

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

Outdoor events, doorknocking and relationship building. Inclusive outdoor events in key locations made our presences and openness known and welcome to residents who previously didn't know about or engage with our organization. Doorknocking helped us break out of our current circles of networked residents into new ones. And intentional relationship building helps us engage more residents deeper and over a longer period of time.

- What did not work so well? Why?

Winter events and engagement. Attendance is really low in the winter months and we haven't been successful in transitioning our high turnout at summer events into deeper engagement in committees over the winter time.

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

We doorknocked over 600 doors in 2013, though we had about 200 actual contacts during the doorknocks.

We had around 150 total attendance at all of our committees (not including board meetings) and 40 at our annual meeting.

We conducted about 40 one-on-ones with residents and collaborative partners.

- How many individuals volunteered in organization activities?

Over 100 individual residents and community members volunteered in 2013.

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

This is difficult to measure unique participants, but here is a rundown of some of our larger events:

4500+ at Live on the Drive summer concerts

350+ at Party in the Park events at Cleveland Park

40 at Book Fiesta to kick off summer reading

100+ Halloween Parties

134 at Community Conversations to set neighborhood priorities

250+ at CNA co-hosted Block Parties

38 at Artist Workshops – poetry, spoken word, writing workshops

100+ at Open Mic events at the Lowry Café

For an estimated total of 5520 or more attendees in 2013.

- How many people receive your print publications?

We distribute 1350 copies of our quarterly newsletter to all housing units in the Cleveland Neighborhood. We distribute 700 to Lucy Laney School students and families and we distribute 450 copies to local businesses for access to residents.

- How many people receive your electronic communications?

827 contacts are on our email list. We had 4984 unique web visits in 2013.

## 2. 2013 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?

Our goal with resident engagement in 2013 was to define our organizations Neighborhood Priorities. We hosted two gatherings for residents where we provided dinner and had activities for kids, so that residents could come together and discuss what was important to them in their own community. We had about 130 residents come out to our two gatherings which were facilitated through a “Open Space Technology” style of facilitation which gave all residents a chance to define and move to the areas of greatest interest to themselves.

Those attending spanned the demographics of the neighborhood and were invited through a significant amount of outreach, doorknocking, phone calls and more to ensure we reached out to a wide range of residents and not just those currently engaged.

What resulted was a 10 point Neighborhood Priority list which we then approved at the Cleveland annual meeting as the areas we would focus on in the coming years. The Priorities were as follows:

- Cleveland Park – This Minneapolis park located in Cleveland serves hundreds of youth each week, yet has been unstaffed by Minneapolis Parks for years. The park is a catalyst for community connection in the neighborhood and the reality and perception of it’s safety, as well as it’s amenities and upkeep our a priority for CNA.
- Lucy Laney School – This Pre-K through 8th grade school serves about 700 students who spend many of their waking hours in the Cleveland Neighborhood, regardless of whether they live in Cleveland. A stronger partnership between the school and community will help our community thrive.
- Penn & Lowry Hub – The intersection of Penn and Lowry is an underutilized hub for community commerce. The possible future development on the North west corner of the intersection, future Bus Rapid Transit and the Penn Avenue Community Works project all make this a primary area of focus for CNA.

- Neighbor Engagement – Many families are not connected to their block or their community in a meaningful way. Connecting Neighbors is and will be a prime focus of CNA.
- Landlord Accountability – Supporting tenants and neighbors to ensure community properties are well managed and maintained is important for all in the community.
- Community Gardening – Supporting healthy eating, community connections to food and one another, urban farming and more through intentional gardening opportunities.
- Senior Center – Creating opportunities for Seniors to connect.
- Safe Community – Increase the safety & peace experienced by Cleveland Residents.
- Jobs – Ensuring CNA has clear communication and connections to organizations and opportunities that can connect residents to job skills, training and future employment.
- Local Commerce – Supporting local businesses and economy both already existing and the creation of new ones, potential co-op/coffee shop etc.

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Last summer we worked with our Step-Up youth to address the issue of Connecting Neighbors, a major focus of neighborhood organizations that we often don't do as well as we could. With our interns we built a mobile Ball Pit, not for kids, but for adults to release their inhibitions, get in and sit down with a neighbor and to get to know one another. The ball pit was not only fun, but contains questions to ask one another like "What is the nicest thing a neighbor has ever done for you?" or "What do you love about your neighborhood?"

We hosted pop-up block parties throughout the neighborhood, the roving block parties inspired the creation of a Neighborhood Engagement Cart, an easy way to launch a pop-up party right on your block.

The impact was that we brought neighbors out of their houses and out of their comfort zone a little, in a safe environment in order to connect and get to know one another.

(Pictures Attached along with report)

### 3. **2013 Accomplishments**

Please provide information about your other accomplishments in 2013:

- What were your organization's major accomplishments?
  - Largest turn out to our Live on the Drive concerts ever
  - Significant broadening of our base of resident connections (through doorknocks, community events and follow-up phone calls, emails and one-to-ones)
  - Broadening the diversity of our board and committees
  - Hosted numerous resident-initiated events throughout the year.
  - Established our Neighborhood Priority Plan
  - Creation of Mobile ball pit and neighborhood cart
  - Official collaboration with Juxtaposition Arts
  - Street Forum engagement around transit
  - Literacy Initiative established 8 little libraries in the community
  - Unified northside neighborhood organizations as part of the Northside Neighborhood Council and hosted 4 city-wide North First gatherings at the Capri Theater to connect neighbors and share information with the community.

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

We believe we helped many residents recognize their important role in their own community that they have a voice, they can be a part of making a difference in their neighborhood and they have something in common with their neighbors.

We are building a safer and strong community through Connecting Neighbors.

**4. *Housing***

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

As the majority of our engagement is with community residents and we are establishing relationships with residents who see us as a resource and we can connect them with relevant housing related opportunity, we see our outreach as being housing related. About 45% of our time is 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).

**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?

Work with NCR.

Could improve clarity around the accountability structure of NCR over neighborhood organizations.

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?   3  

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

Is the information that you receive from the City understandable and useful?  
Some items like the NCR newsletter are nice. Most City communications have very little information in the subject or body and require downloading pdfs to review. Needs to be improved significantly.

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

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.

It's decent timing, but because of the effectiveness it's still problematic.

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?   3  

4. ***City Departments***

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

Better communication with neighborhood staff.

More engagement with youth.

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 would be extremely valuable. Require individual neighborhoods to figure this issue out on their own is inefficient and often unsustainable for small budgets and volunteer run groups. This creates significant inequity in engagement of non-english speaking residents. NCR should have a central service for translation.

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? \_\_\_\_3\_\_\_\_

6. ***Other comments?***