

Community Participation Program 2013 Annual Report

Neighborhood Organization: Logan Park Neighborhood Association (LPNA)

Contact person: Paula Allan

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Stakeholder Involvement

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

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

Multi-cultural Film: LPNA exhibited three foreign language films with English subtitles in 2013. The three films highlighted French, Muslim, and Hispanic cultures. There were discussions led by representatives of the French community and Somali/Arab communities. The Hispanic film was shown outdoors in the Park and this venue did not lend itself to a discussion after the film. The film titles shown include: Bienvenue Chez les Ch'tis, Le Grand Voyage (Arabic), Willy Wonka in Spanish.

Digital Divide: LPNA set up a free WiFi system for the seniors and disabled persons in the 1717 Washington St NE high rise. Laptops, an LCD projector, projection screen, routers, repeaters, and speakers were purchased to make it possible to offer computer lab and classes for the building and neighborhood residents. This program was made possible by the cooperation of the following entities: USI Wireless, Computers for Schools, City IT Department, MPHA administration and building staff, American Indian Opportunities Industrialization Center (AIOIC), NE Community Lutheran Church, Holland High-rise Residency Council, and neighborhood volunteers.

The 807 Broadway Taskforce: This taskforce was formed in 2012 to give the neighborhood a voice in the future of 807 Broadway, former site of the Minneapolis Public Schools Administration building. Early in 2013, the Task Force met with all 7 prospective developers and hosted a community meeting for the developers to present their plans. After considering all the proposals, the Task Force endorsed plans that were 100% commercial development. The Task Force gave a detailed presentation to the Minneapolis School Board outlining their endorsement. The 807 Task Force has established a partnership with the selected developer as the process to acquire and develop the property continues. There are 10 members of the 807 Broadway Task Force who met together 22 times in 2013.

CleanSweep: On May 4th eleven volunteers removed a record amount of waste from the neighborhood. 14,160 pounds (more than 7 tons) of household junk was picked up and tossed onto the packer trucks. 21 mattresses and 27 TVs were picked up by two specialty trucks. Additionally, over 500 pounds of metal bed frames and wheel rims were carried away on the specialty trucks. 26 tires were cleared out and were conveyed to the City transfer station by volunteer Steve Jacobson in his own pick-up truck. Similar to the past 27 years, scores of households participated by setting out items and helping load the trucks at their respective homes.

Prairie Garden Committee: Gardeners and artists set up a committee to clean a space for public art, remove transient camps, rid the area of invasive species and plant native species. This committee is comprised primarily of the 20-30 year old demographic in the neighborhood.

Business Outreach: This effort included a pilot cistern project to help remediate storm water run-off, and door knocking on Central Ave NE regarding the closure of Central Ave in 2014.

Lights of Logan: a safety lighting program was again a success in December, whereby residents are encouraged to light up the neighborhood. Prizes were awarded for the best and brightest displays.

Forgivable Loan Program: NRP funds were activated to provide homeowners with a no interest forgivable loan program with new homeowners getting access to the funds before the rest of the neighborhood could apply.

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

LPNA reached seniors in the high rise with the Digital Divide program. LPNA reached the French, Arab/Somali and Hispanic residents with the Multicultural Film program.

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

Meeting with the resident council at the high rise instilled ownership in the digital divide project from the beginning. The residents had a low trust level of the neighborhood group and to build confidence in the program, singer, song-leader and well known pianist, Daniel Chouinard, was recruited to volunteer his time for the kick-off party. Also, LPNA sought a piano, which NE Community Lutheran Church donated, for the high rise community room and LPNA paid for a

piano tuner prior to the kick-off party. Once the residents saw that the neighborhood cared about them as individuals, the computer training and equipment purchases were welcomed and continue to be embraced.

807 Taskforce worked closely with Minneapolis College of Art and Design Human Factors Class, paying 2 interns to work with the taskforce on marketing materials and outreach to the broader Northeast community and the world. The Taskforce worked closely with area businesses, landlords, residents, local school board and city council representatives regarding the former 807 MPS administration building re-development. The synergy between business owners, MCAD, and residents proved to be very successful.

Facebook and Google Groups was used by the Prairie Gardeners to form a committee to reclaim railroad property, clean out transient camps, uproot invasive species and plant native species with the intention of making a gateway to the neighborhood inviting to residents, dog walkers, and artists. Public art is also a part of this effort.

- What did not work so well? Why?

The frequency of the films, which are huge events to pull together, proved very volunteer time intensive. The neighborhood is scaling back the number of films shown per year so as not to burn out volunteers.

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

Total: 1540

Community meetings–153; Digital Divide–137; CleanSweep–76; 807 Broadway Community meeting–253; MNDOT open house–116; High rise door-to-door–23; Business outreach–21 (mostly one-to-one); Films–268; Open Streets–46; 807 Garage sale–17; NE CO-OP networking meetings–241; NE Chamber of Commerce Get Acquainted Breakfasts–163; Park youth classes–26.

- How many individuals volunteered in organization activities?

In total, 81 volunteers served. Board Directors and Alternates numbered 17 and the remainder served on committees.

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

Roughly 3500 in addition to the direct contacts made at meetings, door knocking, and one-on-ones.

- How many people receive your print publications?

900 Logan Ledgers are delivered door-to-door 10 times a year.

- How many people receive your electronic communications?

Annual Facebook: LPNA gained 215 likes in 2013 for a total of 297 and 2075 Facebook visits. 807 Taskforce Facebook had 22 likes and 927 visits.

Annual Website: 282 unique visitors since November 2013 (LPNA began tracking this in November), 540 total visits, and 2499 page views.

807 Broadway Taskforce set up a separate Facebook site but we do not have access to that account to get any data.

4561 emails sent to residents, volunteers, and business owners in 2013.

5434 emails were received in 2013 that were not spam.

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?

The Minneapolis Public School (MPS) moved their administration operations to another part of the city. The 807 Taskforce formed to have a voice concerning development of the 807 Broadway St NE campus. The neighborhood economy was greatly impacted by the closure. The 807 Taskforce information campaign and marketing efforts educated the public regarding the re-purposing of the MPS site. The entire neighborhood and the other surrounding neighborhoods are very positively impacted by this process. MCAD continues to partner with LPNA 807 Taskforce to work with the developer.

The City of Minneapolis IT department called neighborhood leaders to a meeting at the NE Library and showed us the results of the community connectivity

survey done in 2012. Logan Park Neighborhood was woefully unconnected to the internet. LPNA dove into the data and quickly realized that the MPHA high rise was the hole in the neighborhood that wasn't connected to the internet. LPNA set about closing the Digital Divide by working with seven partners: USI Wireless, Computers for Schools, City IT Department, MPHA, AIOIC, NE Community Lutheran Church, and the Holland High Rise Residency Council. All 186 units in the building were impacted because now a basic level of Wi-Fi connectivity is available. Twenty two high rise and neighborhood people have been shown how to use computers for the first time in their lives. Seniors have set up email accounts, are able to order prescriptions via the internet, some have found long lost family members, and much, much more.

Welcome to Northeast signage, along with the 13 names of the northeast neighborhoods, was put up at the Central Ave NE and Broadway St NE railroad overpass. This was a culmination of a multi-year effort to beautify the most traveled intersection in Northeast Minneapolis. While all of Northeast Minneapolis benefits from this place making effort, LPNA funded it with NRP monies and matching donations collected from neighborhood enthusiasts.

2013 Accomplishments

Please provide information about your other accomplishments in 2013:

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

The website is being reinvigorated and redesigned to provide more meaningful content to the neighborhood. This is a volunteer effort that truly impacts all that we do. People looking for a neighborhood to live in rely on this interface to choose a place to buy a home. New homeowners have come to the community meetings and told us that this is why they found Logan Park. Others use the website to find out information about the neighborhood efforts, goals, crime statistics, City information about parking and snow emergencies, park youth and adult activities, local attractions and other useful information is available.

LPNA received a Mississippi Watershed Management Organizational planning grant to help a local business plan to put in a cistern on the old Minneapolis Water Department Pump Station located at 1828 Jefferson St NE. This effort is ongoing and will be used as a neighborhood demonstration site for other businesses with storm water remediation issues.

807 Broadway Taskforce successfully gained the respect of the MPS board by thorough information gathering and careful marketing of the neighborhood needs. Everyone in the neighborhood was affected by this effort.

Multi-cultural film series brought together different cultures and enhanced the exchange of ideas, increasing cultural awareness and understanding because of the lively discussion after the films. All who attended were pleased and many have requested LPNA continue this effort.

Prairie Gardens Committee cleaned up an eyesore and made a gateway area beautiful with public art and eliminated Buckthorn and other invasive species. Everyone who enters this part of the neighborhood benefits from the beautification efforts. Working together, the committee forged friendships and new networks of committed volunteers.

CleanSweep remains a great way to serve the community and get people involved in a project that has immediate results. Homes and garages get cleaned out and everyone who volunteers really enjoys riding the garbage truck.

Housing

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

LPNA spent about 10 percent of its time on housing issues. Staff time and organizational time was used to reallocate funds to the forgivable loan program, promote the program, and direct people to the CEE website. A great deal of Treasurer, staff and board meeting time was spent on this project.

1. *Financial Reports*

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

See 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?

City IT department staff spent a great deal of time with LPNA to get the Digital Divide program going in the senior high rise.

The 807 Task Force was named the community engagement partner by CPED.

Business licensing staff helped the neighborhood understand the rights and responsibilities of convenience store operations.

CPED planners were instrumental in guiding the neighborhood on development issues at the Solar Arts Building.

Crime Prevention Specialists kept LPNA informed of crime trends and provided statistics for meetings.

Neighborhood Specialists from NCR guided us through the maze of NRP modifications, amendments and contracts for CPP, CPP reimbursements and other submissions.

Development finance accountants helped us with reimbursements.

Public works bridge engineers and community liaison staff assisted LPNA with the bridge beautification project.

The City Council Secretary was also very helpful with many requests.

The Solid Waste and Recycling staff and truck drivers were very helpful for the CleanSweep.

Minneapolis Public Schools planning staff and building supervisor of the 807 campus were very helpful and considerate with information and logistics.

Logan Park Community Center director and other park staff worked closely with the neighborhood to offer classes of interest, show a multi-cultural film in the park, set up youth arts classes with LPNA volunteers, and many other endeavors.

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?

LPNA needed more notice of the change in income funds being transferred from CEE to City coffers and LPNA wishes to know how to access these funds now that the City has them.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 4

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.

If the City wants to get something in LPNA's Logan Ledger, please send it by month end to meet the publication deadline when possible, otherwise we will post the notices only on social media.

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? _____3

4. City Departments

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

The service provided is fine.

5. City Assistance

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

There are no recommended improvements.

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? _____4

6. Other comments?

None.