

Community Participation Program 2013 Annual Report

Neighborhood Organization: North Loop Neighborhood Association

Contact person: Michael Faulk

Date of Board Approval: 4/16/2014

1. Stakeholder Involvement

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

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

North Loop actively engaged our community throughout 2013. We launched a new web site that is more appealing and easier to use. We sponsored Minneapolis Riverfront National Night Out, neighborhood cleanup efforts and children-focused events. We held our first “*Explore the North Loop*” event, giving current residents and people curious about residing in the North Loop the opportunity to see multiple residential properties.

We participated in the Disadvantaged Business Enterprise (DBE) Oversight Committee meetings regarding the building of Target Field Station.

We participated on the John Biggers Seed Project Advisory Committee meetings for the development of a public art installation on the Highway 55 Bridge over I-94.

We participated in the Minneapolis Farmers Market Advisory Committee and the Minneapolis Farmers Market Celebrity Chef Challenge contest.

We engaged with Parks Stewards and the MPRB regarding the care and upkeep of the 4th Ave Playground.

We participated in the Target Center Implementation Committee for the renovation of Target Center.

We advocated to the City for pedestrian and bicycle improvements in the North Loop.

We invested significant time and financial resources to improve our website and social media communications.

We participated in the Target Field Station (Interchange) Construction Update committee.

We engaged and participated with 2020 Partners. 2020 Partners is a public/private partnership that seeks better outcomes for thoughtful development in the North Loop.

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

The rental community is one area we determined was under-represented. To work to remedy that, we communicated via email to Building Managers in rental buildings, i.e., Heritage Landing, to solicit involvement of renters in our meetings and activities.

We participated in the Disadvantaged Business Enterprise (DBE) Oversight Committee meetings regarding the building of Target Field Station.

We communicate to the North Loop community with email and website for coming events.

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

Renters are a challenge to determine if we were successful in our communication efforts or not. Renter's lives are fast-paced and busy, typically with less disposable time to contribute to neighborhood volunteer efforts. We will continue to improve our mechanisms to reach out to under-represented sectors within the North Loop community.

Mailing lists and USPS mailings have been reasonably effective at reaching the community at large. Our new website has been effective for reaching the on-line community.

- What did not work so well? Why?

Prior to launching our new website in September, our on-line presence wasn't ideal for visitors and advertisers.

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

Although it is difficult to determine exact numbers, we typically have 5 to 8 neighbors and business owners visiting our monthly meetings, equaling approximately 80 direct contacts during the year. The Annual Meeting attendance is a conservative 50.

- How many individuals volunteered in organization activities?

Twelve board members and approximately twelve additional volunteers worked on North Loop activities during the year.

25 volunteers worked on Explore the North Loop event and we had 25 hosts.

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

The National Night Out event was well attended but no official head count is available. We estimated 500 attendees despite the rain.

153 people attended "*Explore the North Loop*".

- How many people receive your print publications?

We send selected print publications to approximately 2,200 households, 4300 residents.

- How many people receive your electronic communications?

NLNA Facebook page: 333 Total Likes with a reach of approximately 1600 and 170 people engaged in postings at any given time.

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?

One 2013 significant accomplishment was the redesign and September launch of a new North Loop website (www.northloop.org). The site was designed to provide information about the neighborhood, the NLNA association, events, developments, and initiatives important to the neighborhood, such as a downtown school, riverfront revitalization, North Loop park, transportation options, etc.

The site is also a repository of NLNA information, including board meeting and Planning & Zoning Committee members, agendas and minutes, neighborhood safety and livability information, resource information for developers, etc.

With the influx of many new retail and business establishments, the directory was also updated, and is actively managed in order to provide a resource for North Loop residents as well as visitors to our neighborhood.


Included in the site is a blog that is regularly updated with posts of interest and importance to the neighborhood, and a feed from our social media Facebook page.

We have seen a continued increase in traffic since the new site launched, with 1,800+ visitors in March. The website continues to be updated and refined to reflect the needs of the neighborhood.

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Target Field Station Grand Opening Saturday, May 17




Conceptual Images courtesy of
Perkins Eastman Architects, Knutson



**NORTH LOOP NEIGHBORHOOD
EARTH DAY CLEANUP
SATURDAY, APRIL 26**

Together we can make the North Loop a better place to live, work and play. Click to learn more.



North Loop Park Planning has begun... site selection coming soon. Get more information here.





The Week Ahead in Mill City




See what's happening this week in the Minneapolis Riverfront neighborhoods...


North Loop
boutiques present:
Spring Fashion Crawl
Saturday, April 5th

Free Drinks
Raffles and Sales
Shopping Spree Giveaway
Free Parking*

11 am - 4 pm
*No fee lot at the corner of 2nd Ave N & Washington Ave N









North Loop Neighborhood Association

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The John Biggers Seed Project Community Event to View the Design [biggersseed.org](#)


Thursday, April 24, 6 to 7:30 p.m. University of Minnesota

20 hours ago




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Recent Blog Posts





North Loop Candy Grab
Saturday, April 19, 10:00 AM

Corner Church is sponsoring our 3rd annual North Loop Candy Grab at the North Loop Playground, 14th Ave North and West River Road.



3. 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?

North Loop is a diverse community of home owners, renters, and businesses. One of the biggest challenges with keeping families in the North Loop is the lack of a local school, so during 2013 the North Loop Neighborhood Association took a primary role in initiating and driving the Downtown Minneapolis School Initiative.

Green space contributes to a more desirable environment for businesses and residents. During 2013, the North Loop Neighborhood Association contributed to and participated in activities to identify and set aside space for a park.

To add to green space, the North Loop Neighborhood Association coordinated and facilitated tree planting along 1st St North, on 3 blocks of the North Loop's primary retail zone. Businesses along 1st St North contributed to this initiative to "green up" the neighborhood.

North Loop Neighborhood Association lobbied Wells Fargo to build a small boutique bank branch in the neighborhood. ATM access in the neighborhood was also discussed. This would directly benefit the entire North Loop community; residents, businesses, and visitors. Although Wells hasn't yet committed to that project, we continue to pursue this initiative.

4. *Housing*

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

We dedicated approximately 10% of our time during 2013 on housing related activities.

We had 3 of 11 Planning & Zoning motions that were in support of housing related projects, with the remaining for commercial development. During 2013 we had 2 people working Planning & Zoning activities.

5. *Financial Reports*

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

Please see included report.

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?

CPED – Worked with Anne Calvert on the Heritage Preservation Action Fund. The North Loop, DJ Heinle, and Dave Decker worked with building owners to solicit proposals for improvements. These improvements were eligible for a grant from the Fund. Anne was excellent to work with. She helped to coordinate with us, and came to a P+Z meeting to present the work product of this group’s effort.

City Council – Lisa Goodman’s office worked closely with the North Loop to track on-going developments.

City Council – Cam Gordon presented a concept for pedi-cabs to the neighborhood. This was well supported.

SW LRT – Kelly Nelson and DJ Heinle represent the North Loop on the Community Advisory Committee.

Track It Hennepin – We participated in the technical and focus group work for this project, which ultimately was approved by the City.

Central Riverfront CAC – Jo Vos is on the committee representing the North Loop.

Downtown 2025 plan – North Loop has representatives on the Greening committee and the Housing committee.

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?

Generally yes. Communicating effectively is challenging for even small numbers of people, so we are grateful for the effort that Minneapolis puts into delivering information. We had some miscommunication and misunderstanding about the NPR Loan Program but that has been resolved.

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?

The City does reasonably well at communicating activities. The use of email and particularly the phone notification of Snow Emergencies are effective.

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?

Many meetings take place during the day. It's difficult for community volunteers and neighborhood representatives to attend during the day. We have no specific ideas on how to remedy this.

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 are comfortable with the assistance we receive from NCR. The NCR team communicates well and they work to develop rapport with community leaders and residents. They are available to answer questions and assist with issues as they arise. Being available and helpful builds credibility and trust and is a big step toward being an effective organization.

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?***