

Community Participation Program 2013 Annual Report

Neighborhood Organization: Powderhorn Park Neighborhood Association

Contact person: Becky Timm, Executive Director

Date of Board Approval: March 13, 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?

2013 Recap: Identifying and Acting on Neighborhood Priorities – Launched the Community Café and Latino Advisory Council; New process for announcing and acting on Land Use Applications; Board survey on diversity and equity goals; Planning for the 2014 Powderhorn Park Neighborhood Survey to shape 2014-2016 Strategic Plan; SUN Project Policy Agenda; and Intense advocacy with the Minneapolis Park and Recreation Board.

2013 Recap: Influencing City Decisions and Priorities – Elected officials and attended PPNA events; PPNA hosted two candidates forums for the Ward 9 election; PPNA active, vocal member in four business associations and additional work groups; strong partnerships with the Minneapolis Police Department, Minneapolis Parks and Recreation Board and City officials and staff; and SUN Project Policy Agenda.

2013 Recap: Increasing Involvement – Supported over a dozen Spanish-speaker residents and businesses to access government and nonprofit resources; six PPNA committees; three large annual community events; translated meetings and materials in Spanish; quarterly printed newsletters in Spanish and English; significant online presence; and strategic Board and committee member recruitment.

- How did you reach out to and involve under-represented communities in 2013?
 - Worked through the Latino Advisory Council and partner organizations to achieve mutual outreach and engagement goals. The organizations included: Minneapolis Park and Recreation Board, Pillsbury House + Theatre, *Mujeres en Acción y Poder*, Arts on Chicago artists and organizations, SUN Project, Risen Christ School, Latino Economic Development Center, CLUES, PPL, community gardens, Minneapolis Police Department Crime Prevention Specialist and block clubs.
 - Promotion of events and resources for youth, families, seniors, low income families, GLBT community, food selves and social services, school district

announcements, foreclosure prevention counseling, Metro Transit, Nice Ride and the Midtown Greenway announcements, National Night Out, musical, arts and cultural celebrations and ESL classes.

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

Intense community outreach by the bilingual community organizer to develop trust and to demonstrate that PPNA is an important asset to Latino community members.

- What did not work so well? Why?

Finding the balance with the right amount and means of communicating with all residents and businesses. Newsletters are very expensive to produce and distribute, but are effective ways to communicate. Email and social media is easy and inexpensive, but only reaches a certain portion of the neighborhood's populations.

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

75

- How many individuals volunteered in organization activities?

60

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

Committee & Board Meetings – 200

Large Events – 30,000

- How many people receive your print publications?

4,000 households receive quarterly English newsletter

250 households receive quarterly Spanish newsletter

4,000 households received Give to the Max Day post card with Powderhorn365 photo on cover

- How many people receive your electronic communications?

1,200 on Powderhorn E-Democracy Forum

1,075 on PPNA Facebook Page, 500 on Powderhorn365 Page

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?

The intersection at 38th Street and Chicago Avenue has had a track record of two steps forward, one step back. In early spring, there were a handful of sensational crimes occurring nearby and affecting residents and businesses in four neighborhoods. The four neighborhood associations, the business association, Councilmember Elizabeth Glidden's office and the Minneapolis Police Department (MPD) formed a working group to address the recent crime wave to engage the community.

The partners hosted a series of well-attended community meetings involving residents and businesses owners. The MPD was a key partner in the effort. Together, the meetings generated a number of good ideas for the police, the City of Minneapolis and the community. We produced the 38th Street and Chicago Avenue Action Planning Report.

As the intensity of the situation dissipated due to quick action by the police, these community meetings changed into a more proactive approach to community engagement strategies. In the final months of 2013, the rate of crimes near the intersection fell to almost zero. We had good attention from some media outlets as well.

This is a great example of residents, businesses, neighborhood associations, business associations, elected officials and the police all working together to make real change to a specific geographic location.

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?

2013 PPNA Accomplishments:

Economic Development, Housing, Transportation & Partnerships

- Member: Lake Street Council, Midtown Business Association, 38th & Chicago Business Association, West of the Rail Business Association, 38th & Chicago Coordinating Committee, Arts on Chicago Leadership Team, SUN Project and Problem Property Caucus.
- Secured McKnight Foundation Regional and Communities Program and Blue Cross Blue Shield Community Support Funding.
- Three business representatives on the PPNA Board of Directors.
- Worked with Arts on Chicago and the Pillsbury House + Theatre to present 20 placemaking projects on Chicago Avenue. PPNA hosted a paint the pavement project at 34th Street and 10th Avenue.
- Curated 10 utility box projects with City Anti-Graffiti and Arts on Chicago funding.
- Supported 5 Latino-owned businesses with translation assistance to secure funds from the Façade Improvement Grant program, the Great Streets program and Valspar Paint program.
- Promoted Buy Local and neighborhood businesses. Purchased meeting refreshments from local restaurants.
- Tabled at the South Minneapolis Housing Fair.
- Door-knocking campaign to reach homes on the Sherriff's foreclosure list to share information on nonprofit foreclosure prevention resources.
- Online and phone referrals for housing, rehab, foreclosure prevention and rental information.
- Strengthened existing partnerships and recruited new organizations, government agencies, businesses and schools to work with on mutual goals.
- Worked with the Minneapolis Park and Recreation Board to inform residents and gather feedback about proposed changes to path system at the Powderhorn Park.

Community Engagement

- Granted \$5,000 from the Metropolitan Regional Arts Board for the 2013 Powderhorn Art Fair.
- Raised \$20,000 for youth sports and arts activities at Powderhorn Park through the 2013 Powderhorn Art Fair.
- Engaged residents by providing opportunities to participate in the political process.
- Continued successful PPNA events and programs such as the 22nd Annual Powderhorn Art Fair, the Fourth of July at Powderhorn Park, Wilderness Inquiry events at Powderhorn Park, the PPNA Annual Meeting, the Earth Day Clean Up and monthly Community Cafes and committee meetings. Supported Art Sled Rally, Powderhorn Empty Bowls, 38th & Chicago BBQ & Music Fest, and two community gardens.
- Arts on Chicago Leadership Team – Completed 20 placemaking projects on Chicago Avenue in one year. PPNA was responsible for two projects: Utility Wraps and Paint the Pavement.

Organizational Development

- Completed the Charities Review Council's process.
- Hired new bookkeeper and the City's auditor.
- Board self-assessment survey.
- Monthly Board training modules.
- Increased capacity of individual board members by providing orientation, monthly training modules and mandatory leadership opportunities.
- Executive director completed the St Thomas Mini-MBA for Nonprofits program.
- Published quarterly PPNA newsletter in English delivered to 4,000 households and a Spanish quarterly newsletter delivered to 250 homes.
- Continued "This Week @ PPNA," a popular weekly online communication tool for events at PPNA and in the neighborhood, which is distributed to more than 1,100 members on E-Democracy. Over 1,050 "Likes" of PPNA's Facebook page and 500 for PPNA's Powderhorn365's Facebook page.

4. Housing

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

10 percent

- Tabled at the South Minneapolis Housing Fair
- Door-knocking to homes on the Sherriff's Foreclosure List to give information on nonprofit foreclosure prevention services
- Info sharing and referrals to nonprofit and government housing, rental and rehab resources. Heavily promoted PPL programs
- Problem Property Caucus
- Speaker at Neighborhoods USA Conference with the City of Lakes Community Land Trust

5. Financial Reports

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

As of the due date of the report, the 2013 Financial Statements have not been finalized or approved by the Board. Will send separately.

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?

PPNA interacted with the NCR Department, the two City Councilmember Offices, our MPD Crime Prevention Specialist (CPS) and the Minneapolis Park and Recreation Board (MPRB) the most in 2013. We also worked with Solid Waste on the Graffiti Grant, CPED Planning and CPED Finance.

The City Councilmember Offices and our CPS are great assets. The NCR staff is friendly and helpful, but sometimes the response time is long and/or the response is not complete or the staff person is unsure. We are in contact with other neighborhood organizations and sometimes the information shared with one organization is not shared or is different with other organizations.

The NCEC continues not to be a resource for our organization. We have only been contacted by our NCEC commissioner three times since 2011. We were unaware of their action on the Bridge Funding until a NCR staff person told us. We have never been contacted about their Blue Print for Equity, even though they were supposed to visit with each 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? _____ 3 _____

2. *City Communications – effectiveness*

Is the information that you receive from the City understandable and useful?

The written memos from the NCR Department are clear and informative. The communications from the CPS and the Third Precinct are clear and informative. I usually can find information on the City's website. With trickier questions, we generally contact our City Councilmembers' offices directly by email or calls. The Snow Emergency and Third Precinct Crime Watch Facebook pages are very good. I use the updates and news from the City's website to share information through our E-Democracy forum and Facebook page.

The periodic notices from CPED about land use notifications and proposed law changes are inconsistent and confusing. I have asked for clarification several times and am usually frustrated by the information. There is not a clear answer to how a neighborhood association should respond and/or communicate this information

with the neighborhood. I would assume that neighborhoods with no paid staff are never informed of this information.

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 _____

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.

I am not sure what these question means. I do not know of “City activities” beyond the occasional CPED meeting about Land Use Applications. Generally CPED invites us to participate and cohost these community events. The CPS is very good at keeping us informed of MPD activities in the 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? _____ NA _____

4. City Departments

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

We are working with the SUN Project to improve City efforts on multi-family housing units and property inspections. The surrounding neighborhoods would like to revision the Problem Property Caucus, organized through the City Councilmember’s office, to focus on multi-family housing issues.

Our bilingual community organizer spends a good deal of time assisting residents and business owners with limited English to work with City departments and the police. They should have their own translators to increase the effectiveness of their work with 33% of Powderhorn Park residents. CPS John Reed is very accessible to organization working with Spanish Speakers.

5. City Assistance

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

In order to serve 1/3 of our community, PPNA has raised additional funds to hire a bilingual community organizer. This would not be possible with just the CPP funding. This has helped tremendously. NCR should consider funding more staff

positions which can directly help neighborhood organizations with community engagement with non-English speaking residents. This is a question of equity.

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? _____ 3 _____

6. *Other comments?*