

## Community Participation Program 2013 Annual Report

Neighborhood Organization: Shingle Creek Neighborhood Association

Contact person: Pam Owens, SCNA Chairperson

Date of Board Approval: November 12, 2013

### 1. Stakeholder Involvement

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

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

*Our outreach and engagement activities for 2013 included:*

- *\*Regular communications and updates through SCNA's media sources:*
- *Facebook*
- *Shingle Creek Neighborhood website*
- *SCNA monthly newsletter*
- *Monthly ads in Camdenews*
- *Twitter*
- *SCNA weekly email crime and events reports*
- *\*Monthly committee meetings (Board of Directors, Executive, Shingle Creek Elementary School and Event committees.)*
- *\*Community meetings for on-going and emerging issues such as Shingle Creek Elementary School potential repurposing, Creekview Park, Olson Middle School, Crime, Block Club leader training, community development, community gardens.*
- *\*Annual meeting and elections in April*
- *\*SCNA events including: 19<sup>th</sup> Shingle Creek Annual Clean-up, Camden Winterfest and Chili Cook-off (co-host), 7<sup>th</sup> Annual Tour de Camden the only Aquatennial affiliated event on the Northside, Creekview Park Ice Cream Social, Sliding Hill Extravaganza, MN Horticultural Society Award winning SC Common Ground Community Garden.*
- *\*Meetings with Public Works, Three Rivers Parks District, CP Rail, Hennepin County, Camden Care Center, Lind Bohanon Neighborhood Association, Minneapolis Park and Recreation, NCR, CommonBond Communities, and other partner meetings.*

#### **How did you reach out to and involve under-represented communities in**

**2013?** *In one of SCNA's most successful projects, SCNA primarily targeted outreach to youth as an identified underrepresented group this year. Four SCNA Board members met with representatives of four various schools (Jenny Lind and Loring Elementary, and Patrick Henry High School, all outside our neighborhood and Olson Middle School in our neighborhood) to partner and develop an outreach project for youth.*

*Currently, SCNA has a closed elementary school (Shingle Creek Elementary, closed in 2007) and a middle school (Olson Middle School) in our neighborhood boundaries. We also have no board members with children of school age in the Minneapolis School*

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*system. This is isolating and often proves challenging to fully understand the current needs of youth in our community. SCNA needs a neighborhood of positive educated and engaged youth.*

*Through this outreach project and partnership with area schools, SCNA discovered the extreme need for classroom books at Jenny Lind Elementary School to help students who can barely read or speak English; we learned of the need to keep teens engaged afterschool in positive activities, and we learned of the extreme need to motivate Loring students and their efforts to do that through a drama club. We created three starting partnerships for area schools, students, and their families by providing desperately needed equipment and supplies which have yielded high results for SCNA.*

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

*SCNA's direct "face to face" outreach approach has help build SCNA Board capacity by helping diversify the board and by adding four new board members this year. We also developed four new partnership relationships with area schools to help with our outreach efforts. Our efforts also led to two neighborhood volunteer residents who are involved with SCNA being elected to the NCEC Commission.*

**What did not work so well? Why?** *This year is the first year in 19 years that weather hampered our outreach efforts. Our 19<sup>th</sup> Annual Shingle Creek Clean-up was rescheduled three times and rained out every date. SCNA is not discouraged. We are planning a great celebration for our 20<sup>th</sup> year next spring!*

**How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?** *In 2013, the eleven SCNA Board members over the course of the year met face to face with an estimated 400 people about the issues facing the community with the proposed demolition of the school, the renters forum, SCNA events like Sliding Hill Extravaganza, SC Clean-up, Tour de Camden, Toys for Tots, and Holiday on 44<sup>th</sup> event, Gethsemene Lutheran Church, Camden Promise Foodshelf, Patrick Henry High School and three other school outreach efforts, MPRB Creekview park staff and summer events, and our eight sponsored community garden volunteers.*

**How many individuals volunteered in organization activities?** *We had 50 individuals who volunteered for our organizations various activities and events.*

**How many individuals participated in your organization's activities?** *SCNA has approximately 1675 people who participate in activities of the organization throughout the year.*

**How many people receive your print publications?** *1150 households and 3031 residents receive our monthly newsletter publication.*

**How many people receive your electronic communications?** 179

## 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?**



- ***Changing image of North Minneapolis Through Tour de Camden:***

*SCNA knows it's helping enhance the positive image of Shingle Creek neighborhood as the housing market recovery continues and families consider housing purchase decisions. The 7th Annual Tour de Camden is the only Aquatennial associated event on the Northside. Aquatennial Royalty attended our 2013 ride to give a grand send-off to the 90 participants as they trekked the fourteen mile route through the seven neighborhoods of Camden. This year, three educational stops were: Folwell Park to talk about the proposed new transportation route; Webber Park where participants received a demonstration of the NiceRide and received a free helmet if they signed up; and a tour of the Mississippi Watershed Management Organization new headquarters and heard about planned improvements.*



- ***SCNA is Engaging Community Youth***

*The Shingle Creek Neighborhood Association (SCNA) board has no board members with children in the current Minneapolis Public School system. It learned from local residents this year of needs at two local elementary schools, Loring and Lind, and Olson Middle School for equipment and supplies. The three school enrollments are at Jenny Lind (596), Loring (435) and Olson Middle School (360) for a total of 1391 students. Much needed items of books and equipment were critical to increase test scores, and to engage students, parents, families and the community. SCNA agreed to partner with these schools in and outside the neighborhood to outreach to potential parents or residents living in the neighborhood.*

*For the first time in many years, students, teachers, and parents from all three schools*

*attended the May SCNA Board meeting to report on the differences SCNA's total support of \$1871 had made. Latoya Grier from Olson Middle School reported students were engaged by having the \$500 SCNA support for sports equipment. This equipment was used to engage on average 50-60 teens up to 90 youth at times to help keep them engaged in active healthy and positive activities this spring.*

*The Loring **Footlights!** drama club and Nora Sidler reported they had 34 Loring Elementary students members, who learned about creating, producing and engaging community through their theater production. In spring, the Loring Elementary student created, produced and performed "Tops & Bottoms", (Loring school families, and 150 community residents attended) and in the fall "Anansi Saves Antelope" will be a part of the annual Holiday on 44<sup>th</sup> community celebration in December inviting not only parents but the community which draws over 1,000 people annually. This program and professional equipment as a training and incentive tool has helped develop leaders and help build the program that otherwise wouldn't have happened without SCNA's support and engagement.*

*Lastly, the Jenny Lind Elementary School received 175 books valued at \$720. Jenny Lind Kindergarten specialists Marlys Svobodny and Crystal Ballard reported what a difference having a book for each student has made in their reading and writing skills. Typically, in a class of 20-25 students, teachers would often read to the students while they shared one or two additional books. With SCNA's support, each student for the first time was able to read along in their own book. The teachers brought writing comparative samples from January through March when the students still didn't have their own individual books. Then samples from after they had received the books in April when they were able to read and work along with the teacher in their own books. Some of the students speak very little English so seeing illegible scribbles of a six year old in two short months begin to be legible and starting to form sentences. The outcomes were concrete and astonishing!*

*None of these accomplishments would have happened without SCNA's support. Outcomes SCNA has seen since implementing this engagement effort are: 1) SCNA held community and neighborhood meetings where parents, teachers, and families from all three local schools attended. 2) Jenny Lind teachers reported significant changes in reading and writing ability with the purchase of the 175 books for the students. 3) 90 teens at Olson were engaged in physical, healthy, and safe activities. 4) 34 Loring Elementary school youth were incentivized to increase their school participation by creating and producing a play and invited the entire community. 5) SCNA increased its community outreach and diversified its board gaining two new board members because of this outreach effort.*

**Who was impacted? Youth Outreach:** *175 Jenny Lind students, 90 teens at Olson, 34 Loring Elementary school students, their families, teachers, and each school were positively impacted. The SCNA Board was impacted. SCNA promoted these positive activities to the 3031 residents of Shingle Creek neighborhood and the 29,000 residents of the Camden area.*

**What steps did you take to address the issue or opportunity?**

- **Youth:** SCNA took steps to collect information about the current status of the community needs of area youth by meeting with area schools, and Minneapolis Park and Recreation Board Creekview Park. Surveyed area residents about the current availability of programs and their needs, and the possible reuse of the Shingle Creek Elementary school. Those results have been shared with the community in our newsletter and social media and have helped shaped our discussions and planning for the future.
- **Shingle Creek Elementary School/Creekview Park:** SCNA took steps to keep residents informed of the three potential buyers for the school building this year by holding community wide meetings, keeping residents informed through our media outlets about the status of the various purchasers and proposals and the proposed demolition of the school.
- **SCNA held community meetings to have dialogue on City issues**  
SCNA held a community meeting regarding the municipal utilities issue so residents could be informed about their current utilities and alternatives for a city that has cleaner energy alternatives. Also SCNA held a community meeting with City elected Council Member Johnson and Minneapolis Public School officials to have a dialogue about what serious alternatives might be possible for the still vacant Shingle Creek Elementary School.

**What was the outcome?**

- **Youth:** Along with all the positive learning benefits of these 299 students by providing these much needed items, SCNA gained three new board members highly due to opening the dialogue and supporting the local area schools. 35 survey results of event goers at Creekview Park showed the need for more youth programming and services in this community.
- **Shingle Creek Elementary School:**  
Residents stayed informed through 12 neighborhood monthly meetings and newsletters, social media outlets of potential buyers for the school building. SCNA provided timely and critical feedback to the Minneapolis School Board that helped in their evaluation and discussions. No viable buyer has been currently found. The Minneapolis School Board has sold or repurposed all but two of the other school buildings (Shingle Creek and Cooper) that were closed in 2007. SCNA remains hopeful that a decision will be made yet this year regarding the fate of the vacant Shingle Creek Elementary School.

**3. 2013 Accomplishments**

**Please provide information about your other accomplishments in 2013:**

**Community-wide Events Program:** Our annual community-wide events are intended to promote our entire community as a positive place to live, work, and play to build and promote community.

- **SCNA's Common Ground Community Garden:**  
*SC Common Ground Community Garden has 10 volunteers who maintain a double vacant lot at 52nd and Newton Ave N. The Common Ground garden participates in the City-wide Gardening Matters garden tour annually, and it also recently won a prestigious Minnesota Horticultural Society award.*
- **SCNA supports LBNA's Toys for Tots efforts and Holiday on 44**  
*SCNA is pleased to work with its partner; the Lind Bohanon Neighborhood Association by promoting and helping with outreach efforts to help 125 families with 350 children in need, and to distribute 700 toys to ensure a happier holiday season. SCNA tables and is proud to promote and support Holiday on 44<sup>th</sup> a fifteen-year tradition in the community with over 1000 attendees annually.*
- **NCEC Updates and Participation:** *SCNA continues to keep residents informed about the progresses of the NCR Department thorough the outreach of our NCEC Commissioner and SCNA Board member Jeff Strand and Brittany Lewis monthly. SCNA continues to participate in the NCEC activities as much as volunteers and time allow.*

**What were your organization's major accomplishments?**

*SCNA's major accomplishments this year was our outreach project to nearly 300 youth in the community and their active participation with SCNA.*

*We also grew as an organization through these outreach efforts. We have gained four new board members in 2013 that is an energetic shot in the arm for our organizations continued efforts. The board continues to value diversity to better reflect the community as a whole as we continue to increase diversity and participation.*

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

- *SCNA held a community meeting where parents, teachers, and families from all three local schools attended.*
- *Jenny Lind teachers reported significant changes in test scores with the purchase of the 175 books for the students.*
- *90 teens at Olson were engaged in physical, healthy, and safe activities.*
- *34 Loring Elementary school youth were incentivized to increase their school participation by creating and producing a play and invited the entire community.*
- *SCNA increased its community outreach and diversified its board gaining two new board members because of this outreach effort.*
- *12 Gardeners at the Common Ground Garden again had SCNA pay for their insurance, and water fees so they could not have to worry about undue burdens or costs as a small group of volunteers.*
- *11 SCNA Board members gained organizational, communication, and evaluation skills by participating in several financial and strategic planning meetings this year. Also by participating in the "face to face" outreach to area schools project.*
- *350 Children received toys because SCNA worked with LBNA to distribute toys to children and families in need.*
- *Residents were informed about the garbage hauling contract and potential impacts of potentially having a new vendor through community wide*

- neighborhood meeting.*
- *Residents were informed about the City of Minneapolis franchise fees and potential municipal utility through a community wide neighborhood meeting.*

#### **4. Housing**

**What percentage of time did your organization spend on housing-related activities?** *In 2013, 20% of SCNA's efforts were spent on holding promoting our home improvement loans in our printed and social media, reviewing the current loan statuses.*

#### **5. 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?

*Working to follow the work of the NCR department takes education and time. Understanding the role of the NCEC commission/ CPP program also takes time to educate the public. Attending City Council meetings and other NCEC meetings regarding this process to stay informed and educated on the aspects of the neighborhood programs, scope and work, to inform the community and then look to collect feedback to provide feedback for the NCEC commissioners and NCR Department takes time when dealing with volunteers rather than full or part-time employees.*

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?

*Having timely information and continuing to communicate always helps with the effectiveness of any programs.*

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. *SCNA was left out of email notifications on multiple occasions from the NCR department. Mailed hardcopies of reporting requirements/deadlines and other notifications are critical to ensuring that SCNA has enough time to inform its residents and board members in a timely manner.*

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?   2  

##### **4. City Departments**

How can City departments improve the way in which they function in your neighborhood? *City departments need to continue to give neighborhoods 45 day notice to allow for adequate educational time, any committee work and*

*neighborhood notification time needed. City departments also need to continue to recognize and value the benefit of community participation and input as potential cost-saving, historical capturing, and various other values that citizens can generate regarding potential neighborhood projects.*

**5. City Assistance**

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

*The NCR department needs to continually remember and recognize that the neighborhood organizations are volunteers rather FT or PT paid employees. They are not city departments but nonprofit organizations that meet once a month generally. They can accomplish much but need more time to accomplish goals. Time at the neighborhood level continues to move much more slowly. We look forward to continued working with our NCR Specialist and the NCR Department in 2013.*

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?   2  

**6. Other comments? N/A**