

Community Participation Program 2014 Annual Report

Neighborhood Organization: **Cleveland Neighborhood Association**

Contact person: **Ariah Fine**

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1. Stakeholder Involvement

Reviewing your CPP activities in 2014, Please provide information about:

- What outreach and engagement activities did you carry out in 2014?

3 Live on the Drive summer concerts
3 Party in the Park events at Cleveland Park
30 Days of community events and activities in the month of April primarily in a pop-up community space in a vacant store front.
2 Community Dinners specifically reaching out to tenants.
16 Pop-up Block Parties throughout the neighborhood
Street Forum – Video project interviewing residents and local businesses about the type of development they'd like to see in the community.
3 Connector Labs – open space workshops for residents to create community projects and implement them.
Mobile Ball Pit – Ongoing resident connection activity
27 registered National Night Out events
Doorknocking – before and after events

- How did you reach out to and involve under-represented communities in 2014?

We engaged through direct doorknocking, new community events that targeted locations and activities that would be of interest to under-represented communities. We worked at building strong relationships with follow up emails, phone calls and texting to welcome, thank and engage residents. We began utilizing a database website, Nationbuilder, to track that engagement.

- 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?

Mini-grant workshops/labs. We hosted a few workshops where residents could bring an idea for a community event and work on plans for implementation. Surprisingly few residents turned out for these events. We learned that we need a broader reach and there might simply be few residents ready to take advantage of this opportunity currently. 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 800 doors in 2014, though we had about 250 actual contacts during the doorknocks. We had around 200 total attendees at all of our committees (not including board meetings) and 60 at our annual meeting. We conducted about 30 one-on-ones with residents and collaborative partners.

- How many individuals volunteered in organization activities?

Over 100 individual residents and community members volunteered in 2014.

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

Here is a rundown of some of our larger events:

3000+ at Live on the Drive summer concerts
350+ at Party in the Park events at Cleveland Park
250+ at CNA co-hosted Block Parties
160+ in our bike giveaway
150+ at our 30 Days of Community events
200+ at our Committee meetings
20 at our Tenant Dinners

For an estimated total of 4310 or more attendees in 2014.

- 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?

929 contacts are on our email list. We had 6,104 unique web visits in 2014.

2. 2014 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 of our main goals in 2014 was to increase community leadership in the neighborhood. We did this through a variety of measures, one of which was developing a useful tracking system for our connection and engagement with community residents. We began to use Nationbuilder as our system for tracking engagement and it has proven to be a very effective tool. It has allowed us to go from a haphazard approach with our wide range of activities and contacts with residents, to a more streamlined approach that gives us a clear picture of who and where we are engaging residents.

Residents across the neighborhood have benefited from this system as it has allowed us to more consistently follow-up with residents, better utilize our volunteer base and do more targeted engagement on relevant issues.

The result has been a much stronger engagement model that is preparing us for a far greater impact in 2015. The events and activities we did helped us build up our base toward a goal of 100% of our blocks with active block clubs. We are moving in that direction and hope to see it through at the end of 2015.

Our second big highlight was the second year of Party in the Parks, a resident-driven, community event near our office and Cleveland Park.

Residents recognized a need for a stronger community presence in the park and successfully put together a second year of monthly summer community dinner and events programming through Party in the Park. Residents in the neighborhood has a positive event to attend, a chance to meet their neighbors and enjoy games, art projects and more in the park.

3. 2014 Accomplishments

Please provide information about your other accomplishments in 2014:

- What were your organization's major accomplishments?
 - Huge turnout at Live on the Drive in its 7th year (3000+ attendees)
 - 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.
 - Street Forum engagement around Penn and Lowry Development
 - Unified northside neighborhood organizations as part of the Northside Neighborhood Council and hosted 2 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? ____4____

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? ____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.

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? ____4____

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 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? __4__

6. ***Other comments?***