

Community Participation Program 2014 Annual Report

Neighborhood Organization: Holland Neighborhood Improvement Association

Contact person: Sean O'Neil

Date of Board Approval: May 21, 2015

1. Stakeholder Involvement

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

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

HNIA carried out a wide range of outreach and engagement activities in 2014. We conducted several direct outreach strategies to foster face-to-face dialogue with residents, business owners, and Edison High School stakeholders. Examples include but are not limited to:

- Hosted a sponsor booth at the Northeast Farmers Market to promote HNIA public art initiatives, the Edison Plaza project, and other Holland programs. This allowed us to reach residents living throughout Northeast in addition to Holland residents.
- Held the first annual Soup for Art fundraiser at Edison High School to raise funds for public art initiatives and promote Edison's Future Tommie Night. This event is a great way to strengthen the connection between the high school and the neighborhood and generate broad interest in Holland public art projects.
- Co-hosted the All NE Schools and Community BBQ and providing myriad opportunities for Edison students to volunteer at the community.
- Conducted four public meetings and many steering committee meetings for the Holland Small Area Plan.
- Held the 10th Annual Hotdish Revolution, which drew over 400 people
- Conducted door-to-door outreach with Center for Energy and Environment to get residents signed up for the Home Energy Squad program, which provides reduced-cost energy services for Holland residents.
- Participated in the 2014 Open Streets event on Central Ave NE. HNIA set up a table and talked with participants about Holland programs, events, and opportunities to get involved.
- Sponsored an Open Eye Theater Puppet Show in Jackson Square Park
- Recruited over a dozen volunteers to hold a work day at the Holland Train Park/tot lot to do maintenance and clean-up activities.
- Sponsored Holland riders to participate in the NE Ride event, an annual community bike ride put on by the Northeast CDC.
- Held monthly community meetings to discuss neighborhood issues, opportunities, and resources impacting the Holland neighborhood.

We also continued to carry out indirect outreach activities through our e-newsletters, monthly postcards sent to each property address in Holland, website and social media platforms.

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

In addition to reaching underrepresented communities through the aforementioned activities, HNIA helped establish the Holland Green Council, a steering committee comprised of HNIA, the Mississippi Watershed Management Organization, the 1st Ward Council Member's office, Edison High School, and other partners that will serve to connect across generations through environmental initiatives, education, and engagement. We believe that Holland youth and Edison High School students are among the neighborhood's greatest assets but are often underrepresented due to their age and student status. The Holland Green Council will engage youth as full members of the community, empowering them to play a critical role in community building and environmental stewardship issues.

HNIA also initiated planning for a proposed performance arts space at Jackson Square Park that would focus on cross-cultural community building through the arts. We applied for a grant to pursue this initiative and began reaching out to several cultural arts groups that HNIA could partner with to develop robust programming in the proposed space. Though we did not receive the grant, HNIA is moving forward with plans to initiate a pilot program in 2015.

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

The Hotdish Revolution and All NE Schools and Community BBQ events allowed HNIA to reach the largest number of community members and build a strong sense of neighborhood pride. However, these events are not focused on creating in-depth opportunities for residents to engage in neighborhood issues. Conversely, our monthly neighborhood meetings generate a smaller attendance but provide the space for residents to provide input and get involved in issues at a deeper level. Other events, such as the Soup for Art fundraiser and Home Energy Squad door-knocking campaign were effective in engaging community members around a single issue/program. By utilizing a variety of outreach efforts, HNIA is able to reach a broad base of neighborhood stakeholders and create opportunities for community members to volunteer, provide input, and influence neighborhood priorities.

- What did not work so well? Why?
HNIA has faced some difficulties pursuing cross-cultural arts programming at Jackson Square Park due to the lack of buy-in from Minneapolis Parks and Recreation. We will continue working with MPRB in 2015 to create a space that can utilize the arts as a mechanism to build community across lines of age, race, ethnicity and other social boundaries.
- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?
500 - 600 people
- How many individuals volunteered in organization activities?
100-150 different people
- How many individuals participated in your organization's activities?
2,500 - 3,000
- How many people receive your print publications?
We send monthly postcards to each household in the neighborhood (approximately 2,000 households).
- How many people receive your electronic communications?
Approximately 225 people are on Holland's resident email list and there are approximately 550 people in HNIA's total email database.

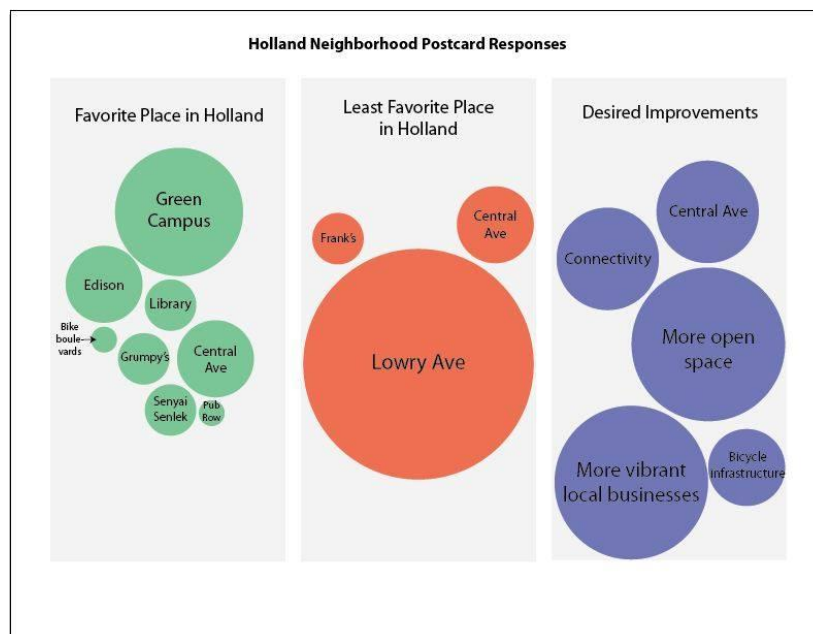
2. 2014 Highlights

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

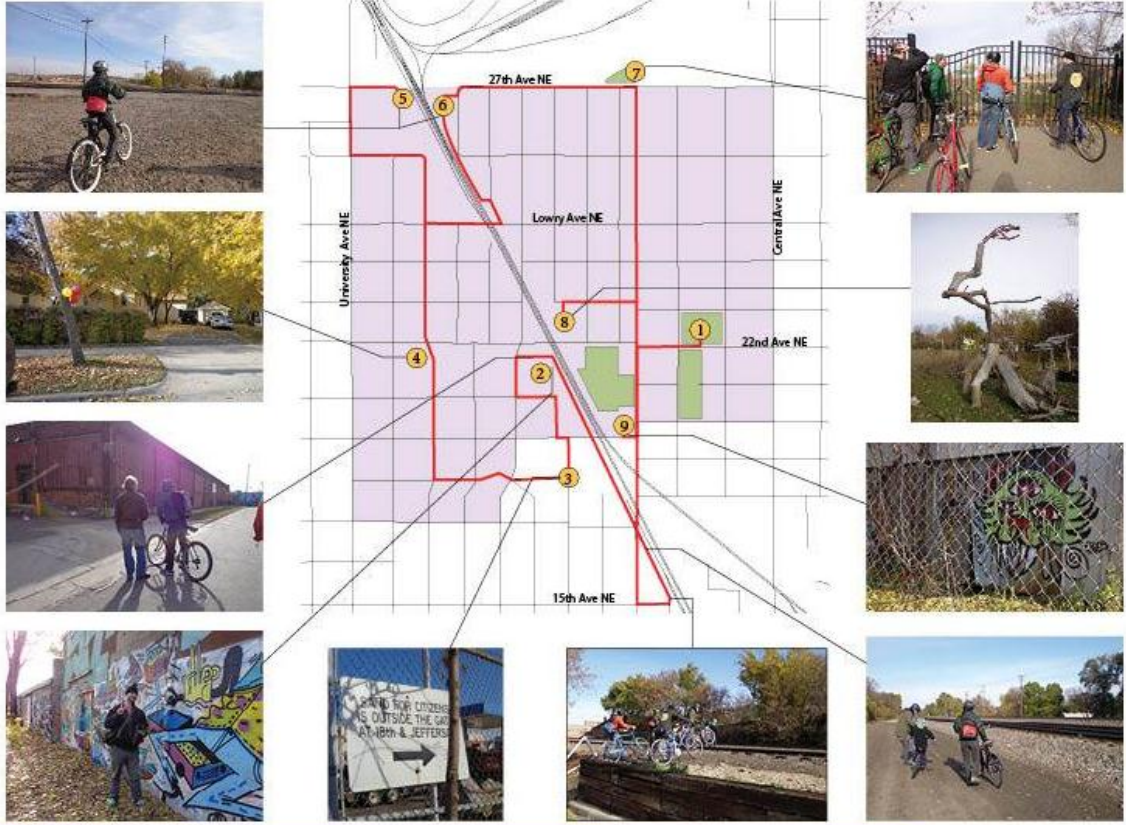
- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

One of the most significant highlights in 2014 was the completion of the Holland Small Area Plan. Over the past several years, it became clear that there was a need for greater coordination and planning to address the increasing interest and investment taking place in Holland. HNIA wanted to ensure that this new investment in the neighborhood would be leveraged to maximize positive benefits to the community. This was of particular importance as Central Avenue began attracting new businesses, Hennepin County was initiating their Lowry Avenue Plan, and the conglomeration of public spaces on the eastside of the neighborhood (which contains Edison High School, Jackson Square Park, the Holland Basin, NE Public Library, and Firefighters Hall & Museum) was reaching a tipping point to become one of Northeast's greatest amenities.

The Holland Small Area Plan allowed HNIA to take a systematic approach to this effort and allowed residents, businesses and other stakeholders to play a pivotal role in guiding the future direction of their neighborhood. HNIA hired the Cuningham Group to help create the plan. We held four large public meetings, many steering committee meetings, and several direct outreach efforts to generate community input for the plan.



Photos from the Hidden Spaces Bike Tour

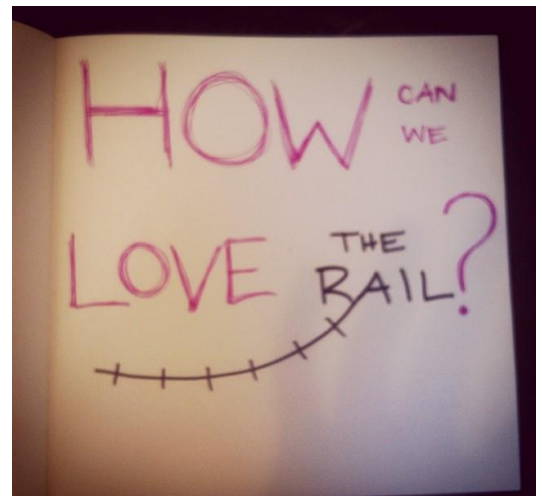


Holland Hidden Spaces Bike Tour

MINNEAPOLIS MINNESOTA

November 3, 2013

CUNNINGHAM GROUP



Five clear areas emerged to become the core initiatives of the plan (see below). These initiatives will help guide HNIA priorities in the coming years. This plan is the direct result of an engaged community taking ownership over the development and direction of its neighborhood. The Small Area Plan has already helped guide neighborhood decisions over several priority areas, including new improvements to the Holland Commons.

A Lowry Avenue



Lowry Avenue will become a comfortable street to walk and a desirable place to live. New investments at Monroe, Washington, and University create opportunities for small restaurants, markets, and shops. Between these commercial nodes, single family houses are, over time, improved or redeveloped into townhouses and small apartments.

B Jackson Street/Central Avenue



Jackson Street and Central Avenue will become mutually supportive as properties on Jackson are redeveloped with medium density housing. New housing will provide additional customers for businesses along Central Avenue. Central Avenue will remain Northeast's Main Street with new streetcar service and robust development at Lowry, 27th, and 18th Avenue.

C 22nd Avenue



22nd Avenue will become a signature street focused on creative environmental and stormwater best management practices, the arts, and investments unique to Holland. 22nd Avenue will prioritize bikes and pedestrians over automobiles as it extends east and west connecting multiple neighborhoods in Northeast, through Holland to the Mississippi River.

D Holland Commons



The Holland Commons is an area that encompasses various public and quasi-public spaces (the Edison Green Campus, the Northeast Library, the Basin, Jackson Square Park, the Firefighter's Hall and Museum, and 22nd Avenue). The Commons is developing and will continue to develop into the space where Holland distinguishes its commitment

to innovation in the arts, community, and environmental stewardship. The Commons is already an area that attracts local residents – through a focus on green technology, public space development, encouragement of synergistic housing and small-scale commercial development, a focus on the pedestrian and cyclist over motorists, and an increase in housing density in specific areas, the goal is to make the Commons a destination for those outside the Holland community as well.

E The Railroad



Once a barrier, the railroad's impacts will be lessened with innovative solutions. Irregular parcels along the rail will be redeveloped for housing and creative production, and will include publicly-accessible open spaces and a trail. Dark streets under railroad bridges will be transformed into well-lit art galleries.

3. 2014 Accomplishments

Please provide information about your other accomplishments in 2014:

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

In the past year we have seen the success of efforts initiated, driven, and supported by HNIA:

- adoption of the Holland Small Area Plan into the City's Comprehensive Plan, pending final Met Council approval;
- the installation and development of more public art around the Holland Commons area;
- support of the NE Farmers Market;
- investment in the Edison Plaza project, which will break ground in June 2015;
- support of other initiatives at Edison High School – the Edison Grow Lab, the Soup for Art fundraiser for signage in the Edison Parking Lot, Future Tommie Night, co-hosting the All NE Schools and Community BBQ and providing myriad opportunities for Edison students to volunteer at the community level;
- launch of the HEMI (Holland Economic and Main Street Initiative) Commercial Loan Program, which is in the process of working with 4 property owners in the renovation of buildings in the Central/Lowry corridor.
- welcomed Jim and Patty Grell, Pico de Gallo, St. Anthony LLC (a couple Windom Park guys), Sarah Jane's Music Studio, Anelace Coffee, SignMinds, and other new commercial property owners to the west side of Central Avenue;
- active participation on the Lowry Avenue NE Citizen Advisory Team, the St. Anthony Bridge Community Advisory Committee, the Grand Rounds Completion Committee, and the Shoreham Advisory Community Council;
- the 11th Annual Hotdish Revolution – another great success;
- smaller initiatives such as affordable HES enhanced visits with CEE, sponsorship of a puppet show through Open Eye Theatre, financial support of programming at Jackson Square Park, and letters of support for various community partners as they sought grants, planning/zoning changes for investment, and initiatives that seek to improve the fabric of Holland's environment;
- renewed commitment to the 27th Avenue green space – the Tot Lot/Train Park and the Shoreham Community Garden;
- creation of the Holland Green Council, a steering committee comprised of HNIA, MWMO, City, Edison, and other partners that will serve to connect across generations through environmental initiatives, education, and engagement;

4. *Housing*

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

HNIA spent about one quarter of its time on housing-related activities. Much of this time was attributed to the Holland Small Area Plan, NRP loan programs, and engagement with developers interested in building homes in the Holland neighborhood.

5. *Financial Reports*

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

Please see the attached income and expense 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?

HNIA was frequently assisted by our Neighborhood Support Specialist, Jack Whitehurst, and the Development Finance Division to manage NRP and CPP contracts. We also worked with CPED to create a commercial lending program for Holland businesses. These departments were very helpful and responsive in assisting HNIA. They were critical supports for the neighborhood's work.

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?

The majority of information that we receive from the City is very understandable and useful. The only exception to this is notice of public hearings, particularly related to zoning changes or ordinance changes. These notices often do not contain any descriptions of the proposal; rather, they include only the technical language and ordinance numbers.

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.

Yes, we typically receive enough notice of City activities in our 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? 5

4. *City Departments*

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

Staff at the NCR is currently helping a group of neighborhood organizations, housing nonprofits, and community leaders put on a forum for renters in Northeast. It has been very helpful to have City staff involved in this initiative. City departments could improve they way it functions in Holland by providing more services like 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?

The NCR has been very helpful in assisting HNIA to carry out its NRP and CPP activities. We hope that the NCR will continue providing this level of assistance around issues like the Blueprint for Equitable Engagement, Guidelines for Review of NRP Funds, Community Innovation Fund, and other new policies or programs that come up.

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? 5

6. *Other comments?*