

Community Participation Program 2014 Annual Report

Neighborhood Organization: **Hale, Page and Diamond Lake Community Association**

Contact person: Courtney Laufenberg

Date of Board Approval: January 26, 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?

In addition to our usual community events including Picnic in the Park, Frost Fest, Neighborhood Garage Sale, March Crime meeting, and Earth Day, HPDL took on number of new initiatives in 2014.

The HPDL board implemented an organic composting project at Pearl Park in the spring that was a collaboration between the City of Minneapolis, HPDL, and Tangletown neighborhood. This project has been wildly successful with participation much greater than expected.

We also implemented three farmer's markets in the summer in collaboration with Kingfield Farmer's Market.

Finally, we held a Bike Rodeo at Hale School to teach children the importance of bike safety, which was attended by about 50 neighborhood kids.

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

HPDL was focused on finalizing the rebuild of our website and improving all communications, rebuilding the Crime and Safety Committee into the Neighborhood Engagement and Safety Committee, and working closely with the community liaison at Hale School to reach out to parents and children. Furthermore, the launch of the organic composting project provided new volunteer opportunities that were enthusiastically embraced by our residents.

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

Teaming with other neighborhoods to increase awareness using social media, yard signs, and posters in local businesses.

- What did not work so well? Why?

We are moving away from town hall style forums because we have found that they don't provide a good opportunity for residents to speak up. We are looking to make all of our events, especially our annual meeting, into more of an engaging and interactive experience. We launched the new website at the Annual Meeting and people were overall happy and excited about the outcome.

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

100+

- How many individuals volunteered in organization activities?

400+

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

4,700 people with our events for 2014

- How many people receive your print publications?

3,970 households

- How many people receive your electronic communications?

650 email addresses receive our email communications; 481 likes on Facebook; 222 followers on Twitter.

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?

In 2014 HPDL implemented the Organics Recycling Program that we had been working on for the past couple of years in cooperation with the Tangletown Neighborhood Association and the City of Minneapolis. The Organics Recycling Program is one in which residents of MPLS can collect their organic garbage at their homes and bring it to carts stationed at Pearl Park for this purpose. The city collects the contents three times a week and brings it to an organics recycling facility where it is turned into usable compost material. This diverts the waste from landfills and the HERC incinerator and allows it to be broken down and reused. At this time, the city is collecting an average of 3000 lbs a week from Pearl Park and there are over 600 participants signed up for the program. The program has been expanded to other neighborhoods with additional drop sites.

Our main objective for this project in 2014 was letting our residents know about the program, the benefits of participating, and how to collect their organics at home to minimize contamination of the collected waste. We did this through community educational events, social media, and the HDPL website. The feedback we received on the initiation of the program was overwhelmingly positive and the residents of HPDL were very excited about it. For the first few months of the program (May- August), the organics carts at Pearl Park were open for collection during specified times and were staffed by volunteers from the community to provide on-site organics training to participants and answer any questions they might have. This also provided a great opportunity to connect with our community and talk about things they appreciate and would like to see changed in our neighborhood.

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?

The HPDL board members are very engaged and ready to get things done. The composting project launched in April, the farmer's market test markets occurred in the summer, our new website rolled out just before the Annual Meeting, and we modified the criteria for our 3 home improvement loan programs to be more effective for our residents.

The organic composting project was very successful way beyond our initial estimates, showing that we met a real need for our residents. It boosted our volunteer base and attracted city-wide attention. The farmer's markets were well attended. The food vendors were surprised to sell out during the first market due to such great demand. Both projects were long term goals that culminated into very valuable resources for our residents.

The Neighborhood Engagement and Safety Committee (formerly Crime and Safety) in HPDL completed a graffiti abatement project in our neighborhood. They worked with Mentoring Peace thru Art and art students from Perpich to paint a mural on the side of Aqualand, a business in our neighborhood. This committee also held a Bike Rodeo for children in the early summer.

Finally, two members of our board are participating in the citizen advisory committee for the new master plan for Lake Nokomis. A specific goal for our board is the redesign and new build of Triangle Park, which is part of the plan. This park is well used by local parents and children and the new play equipment will be a very welcome upgrade to the neighborhood.

4. *Housing*

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

10% of our time is spent on housing issues. In 2014 the HPDL board modified the requirements of our home improvement loans so that the money can reach more residents more effectively.

5. *Financial Reports*

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

See attached 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?

HPDL board members have interacted with solid waste and recycling and Councilmember John Quincy in 2014.

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?

The information is understandable.

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.

The notice was adequate.

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?

More transparency and clear communication help the HPDL Board make informed decisions on issues that affect the neighbors.

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 and our rep are very responsive to questions and helpful in finding solutions to problems.

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? ____4____

6. ***Other comments?***

We look forward to 2015 and building an even better relationship with the city and the NCR department.