

Community Participation Program 2014 Annual Report

Neighborhood Organization: Logan Park Neighborhood Association

Contact person: Paula Allan, LPNA Chair

Date of Board Approval: 3/4/15

1. Stakeholder Involvement

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

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

Central Avenue Closure: LPNA hosted area-wide meetings for city and state officials to hear and respond to residents and businesses LPNA staff worked with affected businesses to follow up with city staff.

Digital Divide: In 2013, LPNA set up free Wi-Fi and provided laptops and other equipment for a computer lab for the seniors and disabled persons in the 1717 Washington St. NE highrise and neighborhood residents. In 2014, LPNA provided weekly computer training at the highrise.

807 Broadway Task Force: The 807 Task Force continued to provide neighborhood input and support to facilitate the sale process of the largest property in the neighborhood.

Sidewalk Issue: Several residents have reported recent sidewalk work (assessed to property owners) deteriorated within 18 months. Residents are researching the issue and are attempting to work with the city to address this.

Northeast Film Series: LPNA hosted the 4th film of this series.

Welcome to Northeast: Committee continued to work with city staff on bridge beautification efforts at Broadway and Central.

Clean Sweep: The 29th annual Clean Sweep event was held in June 2014.

Lights of Logan: The 25th annual lighting contest was held.

Forgivable Loan Program continues.

LPNA supported and participated in many local events: Art-a-Whirl, NE Ride, NE Parade, Northeast Network, Open Streets, Edison Picnic as well as continued support of events and activities at Logan Park.

- How did you reach out to and involve under-represented communities in 2014?
 - LPNA reached seniors and people with disabilities with the Digital Divide program.
 - LPNA began providing free childcare for meetings this fall.
 - Monthly newsletters are hand delivered to every residence and business in Logan Park advising recipients of meetings, events and local issues.
 - Lawn sign reminders for the monthly neighborhood meetings are put up in several yards to invite all residents to the meetings.
 - Meetings and events are posted on the LPNA website. Invitations are also posted on Facebook and Next Door.

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

New residents seem to be responding to the digital communication and attending meetings as a result.

- What did not work so well? Why?

The newsletter is in English. Basic meeting information in Spanish may help reach Spanish speaking residents.

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

250 people attended LPNA General Meetings
200 direct contacts by staff and volunteers

- How many individuals volunteered in organization activities?

10 board members
25 volunteers

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

3,500 participants

- How many people receive your print publications?

1,200 newsletters are delivered 10 times a year. Additional flyers and posters are done for special meetings and events to the neighborhood and surrounding area (posted on community bulletin boards etc.)

- How many people receive your electronic communications?

LPNA Facebooks as 373 fans (an increase of 76 since 2013)
LPNA website had 9747 page views and 2565 visitors

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?

Central Avenue Closure Committee: In 2014, Central Ave. was closed from May to December. Many Logan Park business were adversely affected. Central Avenue traffic diverted into the neighborhood. A committee formed to address these issues. LPNA hosted area-wide meetings for residents and businesses to address concerns to state and city officials. Positive changes to city and state planning occurred as a result of these conversations:

- Original timeline was changed so the closure didn't occur until after Art-a-Whirl event that brings thousands of people to the area.
- Metro transit buses were re-routed from Monroe Street (along the very active park, especially for young children) as originally planned.
- Better signage regarding businesses still open.
- Two-lane traffic was opened sooner.

807 Broadway Task Force: 807 Broadway (the former Mpls Public Schools administration building) sat empty for most of 2014. Issues had arisen over a city right of way along Quincy Street that was preventing the sale from closing. Continued strong neighborhood engagement kept the parties (Mpls Public Schools, City of Mpls Public Works and the developer) motivated to find a way to work out the issue. The sale of 807 closed in Sept. 2014. The positive outcomes are:

- Instead of an empty 186,000sf building attracting vandalism (as well as incurring ongoing utility costs to Mpls taxpayers), local businesses and organizations will provide hundreds of living wage jobs.
- A strong and positive relationship with the developer continues. There is ongoing communication to the neighborhood as the property (now named the Highlight Center) development progresses.

Northeast Film Series: In December 2014, the Polish movie "Listy do M" (Letters to Santa) was shown at the Ritz Theatre. This film is not readily available in the US. The film committee contacted the director who provided the film and a commentary just for the Minneapolis audience. Polish desserts from a new local Polish deli were served. A cultural discussion was held at the end of the movie. Approximately 100 people attended. This event was the first event for the Ritz Theatre after their main tenant left and they temporarily closed. This event helped 'bring back' a local historic venue and brought people from other parts of the city to the area. The unanimous feedback was that this film should be shown every year.

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?

Partnership with Minneapolis College of Arts and Design:

LPNA continued its multi-year relationship with MCAD, working with students from the Human Factors class. The class project for 2014 was to create their vision for 807 Broadway. Hillcrest Development (developer for 807 Broadway) gave considerable time and access to the students. The students were supervised, coordinated and advised by LPNA volunteers. Several of the concepts from the student's final presentation have been included in the development of 807/Highlight Center. The students also made the presentation at a neighborhood meeting. Their vision will be used by the neighborhood as an inspiration of what the future could be like. (MCAD presentation attached.)

LPNA moved into the Digital Age:

Due to regular, relevant posting and targeted ads for events, our Facebook page continues to grow and serves as a way to engage our neighborhood. Also in 2014, we began using Next Door as a place to connect and interact with our community. LPNA posts the monthly newsletter on our website and Facebook page. We are also discussing ways to reach even more neighbors by developing an e-newsletter appropriate for emailing.

Indeed Fundraiser:

A local Logan Park business, Indeed Brewing Company, sponsored a fundraiser for LPNA in December. This was LPNA'S first fundraising event and it was successful in several ways. Many volunteers had fun assisting with the event which re-engaged them with LPNA. The funds raised will be used to provide food at community engagement efforts in 2015 to increase turnout at such events.

4. *Housing*

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

LPNA's forgivable loan program and matching grant program are continuations from NRP Phase 1 and are self-sustaining. The program is run by CEE. As a result, only a small amount of staff and volunteer time has been needed to oversee the program (approximately 5%).

LPNA volunteers have started discussing the possibility of a Small Area Plan for 2015. We will be looking at housing as we pursue this goal.

5. *Financial Reports*

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

See attached.

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?

Neighborhood Specialists from NCR provided much appreciated assistance with CPP reimbursements, amendments and understanding the process.

Our City Councilmember and his staff were helpful and responsive.

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?

Yes. The Daily Digest is a most helpful tool.

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.

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? See #6.

5. *City Assistance*

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

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? 5

6. *Other comments?*

1. Access to free (or city-provided) translation services for the neighborhood newsletter and website would be helpful. This could help increase community engagement.

2. More community engagement tools and assistance:

Our newsletter is delivered door to door, the most grass-roots method of communication, yet meeting attendance is relatively low.

A neighborhood family event could increase interest in the neighborhood organization but is the cost-is prohibitive since we can't use CPP funds for most of the expenses (food, entertainment) that would attract people to an event.

3. We found that the 2014 Community Connections Conference was very informative. The presentations by the city staff were professional, educational and useful.