

Community Participation Program 2014 Annual Report

Neighborhood Organization: Lynnhurst Neighborhood Association (LYNAS)

Contact person: Ruth Olson

Date of Board Approval: 4/9/2015

1. Stakeholder Involvement

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

- **What outreach and engagement activities did you carry out in 2014?**
 - Thanks for Choosing Lynnhurst Packet development and distribution
 - Door-knocking for noise mitigation funding
 - Lynnhurst Snow Angels Program
 - Minnehaha Creek Survey and Town Hall Forum
 - Community Connects to the Creek Summer Series (in association with Pershing, Lynnhurst and Armatage parks; and Fulton and Armatage Neighborhood Associations)
 - Radon education and test kit distribution campaign
 - 50th St. Visioning outreach (in conjunction with Fulton neighborhood)
 - Begin redevelopment of a Home Improvement and Emergency Loan Program (with Armatage, Fulton and Kenny Neighborhoods)
 - LYNAS Annual Meeting
 - LYNAS Holiday Bazaar and Family Fun Event
 - 80/20 Liquor License Forum
 - Monthly LYNAS Board Meetings
 - Work with Councilmember Palmisano, city staff and Minneapolis Fair Skies on the airplane noise issue
 - Coordinated approval for streetscaping at 54th & Lyndale
 - Alley rain garden pilot project to improve water quality in Minnehaha Creek
 - Renewed Crime and Safety committee
 - Earth Day Clean-Up
 - LYNAS Summer Festival
 - LYNAS Garage Sales
 - Buckthorn Bust
 - Lynnhurst Environment Committee (LEC): Native Plants Forum
 - Environmental Enduring Environs Blog
 - LEC Burroughs Rain Garden Clean-Up
 - LEC newsletter
 - LYNAS Business Exteriors Grant Program
 - Monitor Variance Requests
 - Bi-annual print newsletter and postcard delivered to 2,000+ households

- LYNAS Facebook Page
 - LYNAS website
 - Nextdoor Lynnhurst
- **How did you reach out to and involve under-represented communities in 2014?**
Historically, seniors are not well represented in the activities of the neighborhood. We developed a new “Thanks for Choosing Lynnhurst” packet (will be discussed in more detail below) and specifically included information pertinent to seniors and services available in the neighborhood or nearby. We also tried to establish a Lynnhurst Snow Angels shoveling program, but there was no interest/need expressed by Lynnhurst seniors.
 - **Did you find any strategies to be particularly successful? Why?**
The Thanks for Choosing Lynnhurst packets were well received and we were able to get good neighborhood feedback through a survey and casual conversations. LYNAS Board members hand delivered the packets and spoke directly with residents, as available.

The Radon Education Campaign was also very successful and allowed us to engage one-on-one with residents as we shared information and testing kits.

Other smaller activities have been offered to appeal to smaller segments of the neighborhood population: environmental forums, 3rd Annual Holiday Bazaar, garage sales, social media networking, etc.

All of these activities allowed LYNAS the opportunity to share information about the Neighborhood Organization, available community resources and to recruit volunteers.
 - **What did not work so well? Why?**
Unfortunately, there was no interest in the Lynnhurst Snow Angels program.
 - **How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?**
We reached approximately 500 people through our monthly meetings, the Annual Meeting, packet delivery and through phone and/or e-mail contact.
 - **How many individuals volunteered in organization activities?**
Approximately 150 individuals volunteered in organizational activities.
 - **How many individuals participated in your organization’s activities?**
Approximately 3,500 individuals participated in activities- primarily at the Summer Festival, the Holiday Boutique, the Annual Meeting, Environmental activities and the

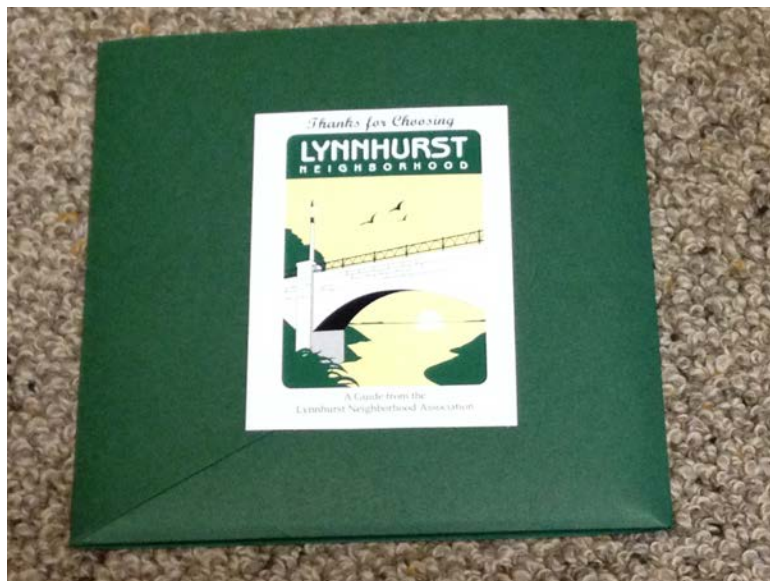
garage sales. Although we know how many individuals hosted garage sales, it is difficult to gauge how many attended the sales.

- **How many people receive your print publications?**
2,000+ residents receive our print publications.
- **How many people receive your electronic communications?**
Over 1,000 participate on Facebook and Nextdoor.

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?**
LYNAS realized that although residents may realize that they live in Lynnhurst Neighborhood, they do not realize that they are represented by a Neighborhood Association and the many resources that are available to them.
- **Who was impacted?**
Every resident in Lynnhurst neighborhood was impacted.
- **What steps did you take to address the issue or opportunity?**
With the help of a Board Member who is a graphic artist, a Thanks For Choosing Lynnhurst packet was developed. The packet contains neighborhood information, resources, businesses, parks, etc. Board Members hand delivered the packet to every residence (including rentals) in the neighborhood and are now delivering them to new home owners as they move into the neighborhood.
- **What was the outcome?**
We have received a lot of positive feedback about the look and contents of the packet. Over 100 residents filled out a survey and we saw a large increase in participation in Nextdoor Lynnhurst.



3. *Accomplishments*

Please provide information about your other accomplishments in 2014:

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

The continued engagement and feedback for Minnehaha Creek improvements, the Community Connects to the Creek Series and the Radon Education campaign were of particular importance and success to LYNAS.

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

We have been able to better engage Minneapolis Park and Recreation Board to let them know the needs of the neighborhood and Minnehaha Creek and the need for funding improvements to the area. The Community Connects to the Creek Series demonstrated the love of the area and the potential for future programming and engagement. We have also been able to educate residents on the dangers of Radon gas. Every resident will benefit by improvements to the Creek and by identifying high levels of Radon.

4. *Housing*

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

Approximately 7.5% of staff time was spent 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).

Please see separate report. Note that expenses lag behind the income due to City reporting/reimbursing timing.

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?

The majority of our time in interactions was spent with NCR, CPED and City Council Ward 13.

We appreciate the level of expertise and effectiveness of communications with our NCR Specialist, Stacy Sorenson.

Furthermore, we appreciate the communication with Bob Cooper and Judy Duffey at CPED; they are always open to discussing issues and coming up with necessary information and solutions to issues.

We have been lucky to establish a better communication method with Public Works through their new Interagency Coordinator, Jennifer Swanson. Jennifer has been neighborhood staff in the past and understands the difficulty of engaging Public Works. She is open to helping us identify who to speak with in Public Works and frequently can make an introduction for us.

Lastly, we have been very pleased to establish good communications with our new City Council Member, Linea Palmisano, and her staff. They are always quick to respond to any needs or questions and provide any necessary information that we may need.

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, it is understandable. However, fine-tuning communications to neighborhood specific needs would be appreciated.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? __2__

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.

There were very few notices of Lynnhurst specific activities (due to low activity). Those received appeared to be timely and appropriate. The Planning Activity Report is very useful and always received on a timely basis.

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? __3__

4. *City Departments*

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

Better communication between and even within City Departments would help.

5. *City Assistance*

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

We have a great relationship with our NCR Specialist, Stacy Sorenson. Stacy always responds quickly to phone calls and e-mails and passes along relevant information. We feel very lucky to have Stacy and appreciate her attention to detail and service to her neighborhoods.

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?*