

2014 Community Participation Program

Neighborhood Annual Report Form

Community Participation Program 2014 Annual Report

Neighborhood Organization: Northside Residents Redevelopment Council (NRRC)

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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?
 - **Homestretch Homebuyer Workshops-** This workshop is intended to provide first time homebuyers with objective, solid and practical information concerning homeownership. In efforts to increase & retain homeownership in North Minneapolis and among people of color, NRRC hosted this series of workshops. Upon completion participants earned a certificate allowed them up to receive first time homebuyer assistance through different loan programs.
 - **Transit Talks-** NRRC hosted these small group focus meetings to inform residents and gather input about planned transit infrastructure development in the community. NRRC coordinated two community engagement tactics to gather input from residents regarding the Light Rail Transit (LRT) Blue Line extension stations that will be located throughout the NRRC service area. For the first tactic NRRC held several community meetings, titled Transit Talks and for the second tactic, NRRC staff conducted surveys at North Point Social Service building with clients and staff.
 - **North First-** These community-wide residential gatherings focused on bringing community together to network, engage and learn about upcoming projects, resources and amenities in the city. Each of these evening events, of networking, information sharing, and engagement centered on different themes. Themes explored in 2014 have included: Transportation, Housing, Future, Green, and Education. For the education-themed North First event held in October there were presentations by community members, educators and service providers. NRRC participated by collaborating with other northside neighborhood councils to host these events.

- **Leadership Development:** NRRC administered block club grants to residents. Block Club grants are designed to support the development of leadership among residents and foster community and neighborhood engagement. The funds assist in building community through shared activities. In 2014, through block club grant funds, residents utilized National Night Out as an opportunity to give children educational materials and back to school supplies. Block Club leaders also partnered and held a Community Health and Art fair and a National Night of peace block party.
- **Advocacy:** NRRC participated in and hosted events like Equity in Action, Bottineau Light Rail Transit DEIS Workshop, Non-Partisan Precinct Caucus Trainings, and the Blue Line Coalition Meeting and Penn Ave Community Works Meetings all of which aimed to build community-based power to advance local and regional equity and community health by securing community benefits, changing policies and systems to support the creation of wealth and well-being of historic communities of color, immigrant/refugees, migrants, people living with disabilities and low-income communities. These advocacy centered events also aimed to create healthy vibrant communities of opportunity where residents participate in and benefit from systems, decisions, and activities that shape their neighborhoods.
- **Health:** This year NRRC hosted Heart Safe CPR/AED classes and encouraged residents and community members to participate. These classes aimed to instruct and provide participants with certified CPR/AED training. Participants received CPR/AED certification (certified by the American Heart Association & the American Red Cross) upon the completion of the training.
- How did you reach out to and involve under-represented communities in 2014?
 - In order to reach out to and involve African American, Hmong, Latino and Somali communities, in 2014, NRRC hosted engagement events, conducted door knocking, and distributed publications in respective languages in hopes to broaden resident involvement/participation as well as build and strengthen relationships within the community. In 2013 NRRC learned from such residents within our service district, that hosting recreational activities would be a much more effective way of engagement. Consequently picnic style events were developed and hosted to foster relationships and engage residents about livability issues surrounding access to public transit; public transit infrastructure development and a proposed greenway development.

Information Booths and tables and events targeting various underrepresented demographics. NRRC sponsored events by staffing tables at:

- Minneapolis Urban League's Family Day: face-to-face interaction with hundreds of primarily African American residents and neighborhood organization leaders. Distributed approximately 250 pieces of NRRC program literature.
- Masjid An Nur's Day of Dignity: engaged with residents from north Minneapolis' Somali and Muslim communities. Distributed 300 pieces of literature and information relative to light rail station area planning; NRRC programming and board information to approximately 150 residents.
- Transit Talks: engaged approximately 50 residents primarily from Latino, Somali and African American populations in small group sessions around health equity issues pertaining to light rail station area planning and development. Maps and other transit related information and fact distributed and discussed.
- Homestretch Homebuyer Workshops: Scholarships are offered for families with the inability to pay the family course registration fee. Targeting lower income residents.



- Literature and information is provided in multiple languages as often as possible to more effectively engage the Hmong, Somali and Latino residents of Near North and Willard Hay neighborhoods.
- Several times throughout the year NRRC staffed information tables at Northpoint Health and Wellness Center focusing on livability issues that affect Northpoint clients that tend to belong to lower income households, predominantly (approximately 95%) from the 55411 zip code.

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

- Participating in outdoor events (e.g., Minneapolis Urban League's Family Day and at the Northpoint Health and Wellness Center), staffing information tables, distributing publications in various languages are all strategies that

were particularly successful. They proved helpful in not only engaging under-represented communities such as the African American, Hmong, Latino, and Somali populations, but also proved effective in general as we worked toward raising residents' awareness and increasing their involvement within the community.

- In addition to these strategies, NRRC's continued investment into its Block Club Grant initiative has also proven viable in building support and resident participation. We have found that investing resources into this program is an extremely economical; way to engage community around self-identified grassroots events.

- What did not work so well? Why?

- There was fewer resident participation and attendance during the winter months and thus it was difficult to effectively conduct events and engagement. In addition to working to improve resident participation during winter events NRRC is also working on ways to improve the recruitment of board members by encouraging residents about board membership.



- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?
 - In 2014 NRRC reached 1,104 people through meetings, one-on-ones and door knocking.
- How many individuals volunteered in organization activities?
 - This year 146 residents and community members volunteered in organized activities.
- How many individuals participated in your organization's activities?
 - 4824 people attended and participated in NRRC's organized events and activities in 2014. Some of these activities include Heart Safe CPR classes, Transit Talks, and the Homestretch Homebuyer workshop to name a few.
- How many people receive your print publications?
 - NRRC distributed program literature to 5415 people over the course of 2014 while door knocking, tabling at neighborhood events and hosting engagement activities. Events like the Minneapolis Urban League's Family Day and Masjid An Nur's Day of Dignity are just two of the events in which such materials were disseminated. In addition, we distributed nearly 3000 copies of our NRRC brochures to residents in the NRRC neighborhoods. Approximately another 500 to clients at North Point Health and Wellness Center and another 700 to surrounding organization and businesses in the NRRC districts.
- How many people receive your electronic communications?
 - An estimate of 897 people received our electronic communications as a result of gathering contacts (email info) while door knocking and at neighborhood events like Minneapolis Urban League's Family Day, National Night Out, and a Community Involvement Fair.

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?

- NRRC was able to address and inform residents about Penn Avenue Works. Penn Avenue Works is a county project involving investments and developments along Penn Avenue. Specifically the issue surrounding the Penn Avenue Works project was whether or not removing parking along Penn Avenue to make way for bicycle lanes was in best interest of the overall community.



- This year NRRC also had the opportunity to host Heart Safe CPR/AED classes. These classes aimed to instruct and provide participants with certified CPR/AED training.



- Who was impacted?

- Residents who travel along Penn Avenue; businesses located along Penn Avenue; bus riders; residents who frequent the businesses along the Penn Avenue corridor were impacted by Penn Avenue Works' project plans.
- Residents and community members were encouraged to participate in the training.

- What steps did you take to address the issue or opportunity?

- Penn Avenue Community Works: NRRC recruited resident leaders to participate on the advisory council; educated residents on the facts and details of the project; then polled residents electronically at various venues on their respective opinions; developed a community position that embraced the input NRRC received from input; informed city council of resident position; advocated at city hall for council members to support the resident driven position.
- Heart Safe CPR: NRRC worked in collaboration with the Minneapolis Rotary Club, North Memorial and the Minneapolis Urban League to make the program a success. North Memorial provided NRRC with

“Rescue Annie” training manikins for teaching CPR, while The Rotary Club and the Minneapolis Urban League assisted in marketing the training and gathering participants to attend and take advantage of the opportunity.

- What was the outcome?
 - The resident engagement conducted resulted in policy that reflected the expressed desires of the engaged community. Parking in the conceptual design going to elected officials was not removed as initially proposed by Penn Avenue Works.
 - All of the 34 Heart Safe participants received CPR/AED certification (certified by the American Heart Association & the American Red Cross) upon the completion of the training.

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?
 - NRRC assisted residents in becoming certified by the American Heart Association in hands –on Lay Response & Adult /Child/Infant CPR/AED practice. Many of the residents that participated expressed how the course availability was a necessity and convenient as they needed it to either jump start their career or needed to maintain their certification.
 - NRRC helped set many residents on the path to homeownership by provided them with
 - Credit management advice
 - Educate about the loan and closing process
 - Options for down payment assistance.All of the participants in our classes in 2014 went on to become first time homebuyers.
 - NRRC expanded its mission
 - Recognizing the importance or social and cultural factors of health and that many environmental factors play a key role in determining healthy living. NRRC expanded its mission statement to included environmental.

" NRRC informs, engages and facilitates the residents of the Near North and Willard Hay neighborhoods in Minneapolis to be primary agents for improving the social, economic, ENVIRONMENTAL and livability conditions in their community."

Housing

What percentage of time did your organization spend on housing-related activities?
Approximately 30-45% of NRRC's engagement with residents deals with housing or housing related activities.

3. *Financial Reports*

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

ORGANIZATION FINANCIALS 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? Budget related items. What could be improved?

NRRC interaction with the Neighborhood Community Relations (NCR) department has proven to be an asset in providing guidance and direction regarding insurance, CPP compliance and funding.

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?

As an organization it is understandable. It takes time to reconstitute the information in a way that residents can process and make use of it.

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? **Yes**

Did the City respond in a positive manner? Please explain.

NRRC does receive adequate notice of City activities, which is mostly via email. Once informed NRRC is easily able to further notify residents in our gathered contact list of such activities.

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?

By providing more available information about what the City's departments roles are and how the different city departments affect residents directly. Also, what benefits the departments can have for residents.

5. *City Assistance*

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

More Board training support and Translation services

Many of our residents are non-English speaking. In order to reach them we rely on Board and volunteer support to translate materials. However, we do not have the capacity to get all information translated. Therefore, we are lacking in reaching these residents. If NCR had service available to translate outreach materials it would create more equity in reaching the non-English speaking residents.

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? 2

6. *Other comments?*