

Neighborhood Organization Information

1. NEIGHBORHOOD ORGANIZATION

Longfellow Community Council

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Melanie Majors, Executive Director
Organization Address:	2727 26th Avenue S.
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Organization Phone Number:	612-722-4529

3. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. Note: Meeting minutes may be requested by NCR.

9/21/2017

2016 CPP Annual Report

Stakeholder Involvement - Basic Outreach & Engagement

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2016?

4. MEETINGS (please check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders.
- Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative.
- Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project.
- Conducted one or more focus groups.

5. DOOR-TO-DOOR (please check all that apply) Door-Knocking or Dropping Flyers Door-to-Door

- At least once with goal of reaching a portion of neighborhood.
- At least once with goal of reaching most or all of neighborhood.
- For more than one issue/outreach effort.
- On a routine basis.

6. Door-Knocking/Flyering

- Was carried out primarily by staff
- Was carried out primarily by volunteers

7. Door-Knocking/Flyering

- Was carried out primarily to increase membership and participation
- Was carried out primarily to get input on specific city or neighborhood issue
- Was carried out primarily to inform stakeholders of a city or neighborhood issue

8. Approximately how many households did your organization reach through door-knocking in 2016?

The LCC does not currently have the capacity to door knock or flyer individual residences but we do flyer local businesses prior to community meetings and events.

9. EVENTS (please check all that apply)

- Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization.
- Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc).
- Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

10. OTHER (please check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey).
- Conducted another form of survey (e.g., intercept survey).
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations.
- Distributed a quarterly or semi-annual newsletter to all households.
- Other activities (please describe here):

LCC conducts quarterly surveys on issues/topics that affect the community. We offer these surveys online and in person. LCC also conducts surveys for all community meetings in person and online to garner the most information from the community that is possible. Results of

surveys are used to provide the community and public entities with the opinions of residents and results are posted online.

11. Please provide an estimate of volunteer hours provided to your organization in 2016

2600

12. How did your organization reach out to under-represented groups in your neighborhood? (Please check all that apply)

- Worked on an issue of particular interest to an under-represented group within the neighborhood.
- Provided notices of annual and special meetings in multiple languages.
- Provided newsletter articles or web pages in multiple languages.
- Targeted outreach in apartment buildings or blocks to reach renters.
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.).
- Held focus groups or open meeting formats for under-represented communities.
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood.
- Included an Americans with Disabilities Act statement on meeting and event notices.
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation.
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings
- Other activities (please describe here):

The scope of service document that is used by LCC committees and the Board of Directors to approve and fund community projects has a specific section titled Outreach Plan. Applicants are required to describe how they will engage the community with their project, who will be involved and how they will promote the project to potential participants? They are also asked to describe how the project involve under-represented communities? The purpose of this section is two-fold. First, it requires applicants to think about how to design projects that are inclusive, that have broad appeal and truly serve the goals and needs of the community.

Secondly, this section serves as a reminder to the LCC committees and Board of Directors of their commitment to the organization mission to improve the well being of our diverse community through engagement, involvement and empowerment.

Fostering a sense of commitment to reaching out and including the diversity of members in the community in the work of the LCC takes time and has to become inherent in everything that we do. The LCC has made steady progress in this area based on the limits of our funding, our strategic goals, our unexpected challenges and our staff and volunteer capacity.

13. What more would you like to tell NCR or the community about your Stakeholder Involvement? What are you doing that is new or particularly successful to involve residents and others?

Engagement with underrepresented communities remains a priority for the LCC but we have collectively struggled with strategies for effective outreach. We are currently working with the NCR Department and our Support Specialist to address these challenges. The LCC Community Connections committee has taken the lead on creating strategies and activities that will appeal to and attract a more diverse population of residents and staff and Board members regularly include this topic in discussions of planning, funding and policy for the organization.

2016 CPP Annual Report

Neighborhood Priorities

PLEASE DESCRIBE ANY NEW PRIORITIES YOU HAVE APPROVED.

The newest priorities of LCC are to provide two grant programs. One of the programs will assist businesses in the community to increase their viability while connecting more strongly with the community and the other is a program to assist homeowners who have received citations/violations from City Inspections. The grants will be used to help homeowners make repairs to their property to the satisfaction of the City. The priorities are not new, but the strategies are and will be open to businesses and residents by the end of August 2017.

2016 CPP Annual Report

2016 Highlights

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

- 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?

15. MAJOR HIGHLIGHT #1

Business Support Network. In 2015 the LCC began planning for a network of support for local small businesses. We conducted surveys, focus groups and in 2016 the Board of Directors and General Membership approved funding to create a program that will provide staff assistance and grants to local businesses owners who seek to increase their visibility and connect more strongly with residents. The process for creating this network took a long time and was based on an increasing need for small local businesses to enhance their outreach to the community. The program will begin in the summer of 2017 and will run until funds are expended. The LCC has made a strong commitment to providing effective assistance to businesses based on the needs that they have identified but have merged this idea with the LCC's other goals of growing and strengthening our engagement with the community. We believe that the thoughtful planning associated with this project puts us in a position to provide a benefit to the entire community. We will also market heavily to small businesses in the community that are owned and operated by people of color and underrepresented cultural groups.

16. MAJOR HIGHLIGHT #2

In 2016 the LCC funded the fourth year of the Longfellow 365 project. This community art project organizes seven resident photographers and several alternates who are assigned to take one picture on an assigned day every week for a year. At the end of the year, the photographs are displayed locally and a book is created. Funding from the LCC has allowed this project to grow and stabilize over the last several years, develop a website, share their photos on a regular basis with the community and capture and document the changes and activity in the community for posterity. The LCC's continued engagement in this relatively low-cost project has strengthened the identity of the project and driven interest from the community in local art projects.