

2016 CPP Annual Report



Neighborhood Organization Information

1. NEIGHBORHOOD ORGANIZATION

Lyndale Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	brad@lyndale.org
Organization Address:	3537 Nicollet Ave
Organization ZIP:	
Organization Email Address:	brad@lyndale.org
Organization Phone Number:	612-824-9402

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.

6/13/2017

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?

3000

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):

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

5,750

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):

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?

LNA's work is intentionally designed to connect with and engage under-represented groups. Our programs such as the Women's Leadership and our ESL classes provide skill and leadership development while connecting participants to the neighborhood through lessons, field trips, and participation in LNA's other events. Our most successful endeavors happen when through respecting and honoring where people are in their lives and how we can best work with them to ensure that their voices can help shape the direction of the community.

LNA also does targeted door-knocking with multi-lingual staff for our neighborhood meetings.

2016 CPP Annual Report

Neighborhood Priorities

PLEASE DESCRIBE ANY NEW PRIORITIES YOU HAVE APPROVED.

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

As a diverse neighborhood where nearly 50 percent of our community members are of either Somali or Latino descent, LNA has been working hard to provide a voice for the neighborhood that truly is inclusive and multi-cultural. Over the past several years we have made real progress on this goal and have used our resources to create a space that honors and tries to include all voices. As trust is built and relationships deepen, this year taught us an important lesson in advancing this work; that old institutions need to change if we truly are going to be successful.

LNA's Annual Meeting is an important event where we review the past year, approve the work for the coming year, and elect board members. Traditionally the meeting starts off with a community potluck, dessert contest, followed by the convening of the meeting itself. This year the Annual Meeting fell on a date during Ramadan, impacting the accessibility for our Muslim neighbors.

Inclusion of all our neighbors for such an important event is important to us, so LNA came up with a solution, the potluck would happen after the meeting, enabling the community to break fast together. Although we didn't eat until 9:08 pm, the meeting and fest was the most diverse we have ever had. Food overflowed from all the contributions and included food from many traditions. At this meeting we also elected our first ever Somali Board Member.

This experience has really taught us to become more collaborative and to create new structures instead of just trying to include people into our old ways.

In addition to the annual meeting, LNA took a larger role in other cultural celebrations in the neighborhood including being a major sponsor of this year's Somali Independence Day celebration on Lake Street and converting our end of year La Posada celebration into an Intercultural Holiday event showcasing winter celebrations from multiple

cultures represented in and around Lyndale in a wonderful, learning event that brought more than 300 neighbors to the celebration.

16. MAJOR HIGHLIGHT #2

As funding shrinks for neighborhood organizations, individual giving is increasingly becoming an integral part of our funding. Our neighborhood has significantly lower income than surrounding areas with a 38 percent poverty rate. In order to make our programming accessible, most of our events/activities/programs do not require payment. This helps engage our most vulnerable and underrepresented community members.

While we are proud to offer our services free of charge, this year our new board member, Danda Xaji, led an effort to do a modest fundraising campaign with our ELL program participants to invite them to help support the program. He knew the value of the class for the community and took it upon himself to visit classes and ask students to give financially. The fundraising campaign was successful, raising nearly \$1,000 in needed program funds from our students in small \$5-\$10 donations. The success of this program helped us test our own assumptions and to trust that our programs have value to folks in the neighborhood and people are willing to “pay what they can” for services of value. Without a more diverse board, consisting of members of the community we serve -like Danda, we likely would never have considered asking our program participants to invest in their programs and this has given us a pathway towards more sustainable funding options.