

## Neighborhood Organization Information

### 1. NEIGHBORHOOD ORGANIZATION

#### **Marcy-Holmes Neighborhood Association**

### 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	<b>Chris Lautenschlager, Executive Director</b>
Organization Address:	<b>500 8th Avenue SE</b>
Organization ZIP:	<b>55414</b>
Organization Email Address:	<b>chris@marcy---holmes.org</b>
Organization Phone Number:	<b>612-623-7633</b>

### 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.

**3/21/2017**

# 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?

0

## 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):

We participated in two (Spring and Fall) off-campus living housing fairs organized by the University of Minnesota. Staff had interactions with over 100 University students on each occasion, letting them know about the Marcy--Holmes neighborhood and possibilities in getting involved if they decided to rent an apartment in the Marcy--Holmes neighborhood. MHNA also held its 1st September Ice Cream Social in Holmes Park on Saturday, September 17, 2017. We broadly advertised this free event to the neighborhood and throughout our social media channels, inviting the opportunity for longtime residents to meet new residents, whether they lived on the east side of Marcy--Holmes or along Main Street SE. We hosted over 150 visitors for this, our first event of the kind, which is remarkable in that the long-standing Como Cookout was held on the same day as our event.

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

**1,500**

#### 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):

We worked with UMN's office of Off-Campus Living to distribute neighborhood information via their smartphone app, and distributed information, surveys, and other news to apartment / condo building management for distribution to their renters/homeowners.

**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?**

We have maintained, or surpassed the levels of outreach to under-represented groups over the past year. Our committees have performed more of the legwork in getting the word out to residents (notably, renters) through increased creation and distribution of online notices and surveys over pertinent issues. We have statistically significant responses in the areas of the 8th Street SE safety project and the 5th Street SE pedestrian bridge project, for instance.

We also reached out to households through Doorknocking: 100, and Flyering: 500

## Neighborhood Priorities

### PLEASE DESCRIBE ANY NEW PRIORITIES YOU HAVE APPROVED.

MHNA has not approved any new priorities as defined through the City's formal Neighborhood Priority Plan Policy (<http://www.minneapolismn.gov/ncr/programs/cpp/npp>).

However, our board has identified 10 issues that it wants to focus on in 2017:

1. Collaborate with neighbors, the University District Alliance, and the University of Minnesota to improve housing, housing availability, housing marketing and housing diversity
2. Influence the design of the 5th Street SE pedestrian/bike bridge
3. Have deeper engagement with students and businesses
4. Form stronger relationships with CPED, Council members and other neighborhood organizations
5. Facilitate friendlier streets for all users
6. Support development that conforms with our city---approved, 2014 Master Plan
7. Complete the Stone Arch Bridge link with Granary Corridor
8. Claim our name and identity 9. Create an annual arts event 10. Support National Night Out (NNO)

# 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

1st Annual September Ice Cream Social  
Holmes Park • Saturday, September 17, 2016

For many years the Marcy---Holmes Neighborhood Association hosted a large National Night Out gathering on 7th Street SE, an event that took the place of many individualized, block---by---block organized events. In 2016, MHNA wanted hold a similar neighborhood wide---event---one that would draw residents from every corner of the Marcy---Holmes neighborhood---but it would be an event that would take place after the start of the University's academic year. Unlike National Night Out, which always happens in August, MHNA wanted to draw as many students as possible they returned from summer break. We wanted to have a meaningful event that welcomed new residents to Marcy---Holmes (whether they be our new riverfront residents or the normal group of University students on either side of 35W), introducing them to many of our long---time Marcy---Holmes residents. While it was an event that encouraged individuals to get to know the MHNA organization, we emphasized how we simply wanted our guests to enjoy themselves, either by providing them free ice cream, chances to participate to in a simple trivia contest, or outdoor games on the large Holmes Park field. Despite the fact that this was the first event of its kind for the neighborhood, we drew over 150 guests and increased our membership!

### 16. MAJOR HIGHLIGHT #2

Annual Earth Day Clean Up  
Father Hennepin Park • Saturday, April 23, 2016

While we traditionally draw a good crowd for Earth Day, 2016 was a remarkably good year for volunteer participation, and waste/recycling collection, in our neighborhood. We advertised widely for volunteers through our social media channels, and with our cooperation with the UMN's office of off---campus living. The event was led by one of our new resident---volunteers---who would soon become a new MHNA board member only two months later---we secured over 70 volunteers to collect 60 bags of garbage and 38 bags of recyclables. We also gained new MHNA members over the course of the morning as well, and brought awareness of our Environment Committee's work on the 6th Avenue Greenway and our community garden on 8th Street SE. Jim was such an effective manager of the event that was asked him to reprise his role in in 2017, which he gladly accepted!