

Neighborhood Organization Information

1. NEIGHBORHOOD ORGANIZATION

Midtown Phillips Neighborhood Association Inc.

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Maggie Moran
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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.

5/9/2017

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?

500

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):

Created bi-monthly e-newsletter in order to reach and engage more stakeholders in the neighborhood.

Worked with various organizational outreach partners to conduct engagement within the community

Worked with New City Church to encourage participation in the fruit tree program and instill a sense of excitement around urban agriculture and fresh and locally grown produce.

Worked with St.Paul's and Heart of the Beast Theatre in order to engage the youth of Midtown Phillips in creative projects surrounding sustainability.

Worked with Banyan community to aid in the formation of block clubs around Midtown Phillips, thus instilling a sense of neighborliness and accountability when it comes to safety in the area.

Worked with New American's Youth Soccer Club in order to help in the engagement of new Somali and East African families in the Midtown Phillips Community.

Worked with Somali American Radio to reach out to our Somali neighbors and let them know about events and opportunities for participation within MPNAI.

-Held the annual 'Clean Sweep' in the Phillips area, and engaged more than 1,000 residents to participate in this process.

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

1,400

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?**

MPNAI has partnered with various organizations within the organization to increase outreach into under-represented groups. We work with New Americans Youth Soccer Club in order to conduct outreach to new Somali and East African families in the area. We also work with Somali-American radio, the first of its kind, to provide outreach and news about neighborhood events and pertinent city news to the Somali speaking residents of the Midtown Phillips area. MPNAI also hosted a 'Know Your Rights' forum in order to raise awareness about immigrant rights in the area. Through this, we partnered with MIRAC, the Mexican Consulate, as well as St. Paul's Lutheran Church. MPNAI also partners with Banyan Community, an organization dedicated to creating a sense of community on blocks where there previously may have been none. These block clubs aid in the creation of relationships between neighbors and create a sense of safety and belonging for new residents to the area.

Neighborhood Priorities

PLEASE DESCRIBE ANY NEW PRIORITIES YOU HAVE APPROVED.

Working on finishing up NPP for Phillips Aquatic Center. -MPNAI has been involved in the process of creating the Phillips Aquatic Center for over 10 years. The neighborhood organization lobbied to have the pool created into one which would be used in the community, specifically to teach children how to swim. MPNAI worked with state representative Karen Clark to get funding for this project. This Spring, MPNAI attended the groundbreaking of this pool, slated to be finished in the next year and a half.

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

MPNAI takes the lead to organize an annual Fall Clean Sweep with the four Phillips neighborhoods-Phillips West, East Phillips, Midtown Phillips and Ventura Village. A planning team meets weekly between August and October to organize this event. We raise around \$10,000 in cash donations and \$5,000 in kind donations from neighborhood partners annually to conduct this event.

Clean Sweep is about community building first, education second, and cleaning up the neighborhood third. We provide a service to the community to pick up any and all items folks want to throw away by partnering with Minneapolis Solid Waste and Recycling and by hiring six garbage trucks. Furniture, trash, and household construction remnants are all picked up, saving individual households hundreds of dollars.

MPNAI participated in the annual Phillips Clean Sweep in October 2016. 2016's Clean Sweep had one of the largest turnouts ever, with over 800 people participating in the Phillips-wide cleanup. Eleven neighborhood organizations and institutions partner with the neighborhood on this event. These partners included: Hennepin County Sentence to Serve, Mad Dads, Allina, Wells Fargo, Banyan Community, Bethlehem Baptist, Project for Pride in Living, Resource Recovery Center, City of Minneapolis and Hope Academy.

This event brought together neighbors, fortified relationships, and cleaned up the area as a whole. This event is one which exemplifies the spirit of community which is found in Phillips, and addresses the issues of litter and trash in the city. It promotes mindfulness of recycling and proper waste disposal, all while promoting and enhancing the sense of neighborliness present within the community.

16. MAJOR HIGHLIGHT #2

MPNAI's partnership model continued to encourage participation of new individuals and under-represented groups in the neighborhood association. We perpetuated outreach and engagement through 5 community partnerships: Banyan Community, New Americans Youth

Soccer Club, Somali-American Radio, St. Paul's ELCA & Heart of the Beast Theatre, as well as New City Church. Each partner brought a different project to the table, which helped increase MPNAI's capacity as a whole, and worked towards the goal of engaging more members in the community who may have not been engaged before.

Through Banyan, block clubs in the Midtown Phillips area were built, bringing more eyes to the street. This allowed families in the area to feel safer, as well as to create lasting relationships with their neighbors and identify with Midtown Phillips as a community they were proud to be a part of. NAYSC brought together families in the area through the shared love of soccer. NAYSC provided tools for recently immigrated families to the area, pointing them towards resources, as well as getting them engaged in the neighborhood organization and neighborhood activities. Somali-American radio, the first of its kind, provided outreach for MPNAI through radio broadcasts and shows. This radio station has an estimated reach of 70,000 listeners. Somali-American radio engaged community members and brought awareness to pertinent issues occurring in and around the neighborhood. St. Paul's ELCA and Heart of the Beast Theatre helped create programs for youth in the neighborhood focused around sustainability and creativity. Youth participation aided in the overall engagement of families, which increased neighborhood security and vitality. New City Church partnered with MPNAI to launch a fruit tree planting campaign. This engaged members of the community in urban agriculture, and created conversation groups among families who received and planted their fruit trees. The follow up done with the community conversation groups linked neighbors from across the geographic spectrum of the neighborhood, creating more dialogue surrounding areas that were once isolated from one another.

With the help of these community partnerships, we had one of the largest turnouts ever at our Annual Meeting. An estimated 250-300 people attended this meeting and were able to participate in a resource fair organized by MPNAI. There were over 25 representatives of resource and service centers in the area, including representatives from Waite House, Open Arms, Fare for All and many others. Partners aided in the outreach for this meeting and drew in the large crowd to hear from speakers such as Third Precinct Inspector Catherine Johnson, Max Holdhusen from Metro Transit, Adam Arvidson from the park board, and Ward 9 Councilmember Alondra Cano. This meeting encapsulated the spirit of civic participation, and from it MPNAI was able to glean more volunteers for events in the future. Neighborly relationships were fortified, and new relationships were created.