

Neighborhood Organization Information

1. NEIGHBORHOOD ORGANIZATION

Standish-Ericsson Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Bob Kambeitz
Organization Address:	1830 E 42nd St
Organization ZIP:	55407
Organization Email Address:	office@standish-ericsson.org
Organization Phone Number:	612-721-1601

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.

3/13/2017

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?

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):

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

1,100

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?

Neighborhood Priorities

PLEASE DESCRIBE ANY NEW PRIORITIES YOU HAVE APPROVED.

The SENA board is currently working on a Strategic Planning Process that will roll out a new vision and priorities as gleaned from multiple information-gathering strategies and communities. This will be completed and presented to the community in May at our Annual Meeting.

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

In coordination with Articulture and Audubon MN, SENA was able to install a new 15'x50' mural in the neighborhood which highlights the importance of clean water for the birds of the Mississippi Flyway.

Clean water, and the effects of pollution on the environment, had become a very important issue for many in the Standish and Ericsson neighborhoods. With funding from Audubon MN, we collaborated with Articulture's Teen Advisory Board and a professional muralist to create a beautiful and informative depiction of birds that utilize the Mississippi Flyway, and measures residents can take to create cleaner water for them. The mural has been very well received by the community.

16. MAJOR HIGHLIGHT #2

With funding from Hennepin County's Green Partners program, SENA engaged residents on the water quality of Lake Hiawatha and Minnehaha Creek with an outreach and information campaign. Our goal was both to improve water quality and educate residents about what they can do to help. Specifically we were interested in trying different activities to figure out the best approaches and messages that will reach people and actually get them to make changes in their lives to protect water quality. We focused primarily on storm drains because we thought many neighbors did not know that they connect directly to lakes, rivers, and creeks, and that what people do in their own yards directly impacts water quality.

The project included:

- Kickoff shoreline cleanup on Earth Day, plus educational tabling at neighborhood festivals to educate folks about water quality.
- Clean Water Pledge- We asked residents to pledge to do certain activities to help protect our waterbodies. In return they got a yard sign.
- Adopt-a-Drain pilot project with City of Minneapolis and Hamline University- In an Adopt-a-Drain program, residents pick a storm drain on their street, and

commit to cleaning it out as it fills with leaves and debris, to keep this material out of lakes and rivers. Our project involved comparing the number of residents that signed up for an Adopt-a-Drain program by flyering alone, vs. flyering followed up by door-knocking.

A follow-up survey of participants showed that the educational campaign was fairly successful, and participants (mostly adults) noted they appreciated having a concrete, relatable program like this to utilize as an educational opportunity for their children.