

## Neighborhood Organization Information

### 1. NEIGHBORHOOD ORGANIZATION

#### **Victory Neighborhood Association**

### 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	<b>Katie Fitzpatrick</b>
Organization Address:	<b>2200 44th Avenue North</b>
Organization ZIP:	<b>55412</b>
Organization Email Address:	<b>info@victoryneighborhood.org</b>
Organization Phone Number:	<b>612.529.9558</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.

**3/22/2017**

# 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?

**1900**

## 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):

ViNA also reached out to residents using the Camden Community News, a Facebook page and group, Twitter, a community bulletin board, quarterly print newsletters, and bimonthly e-newsletters.

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

**2,355**

**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?**

The Victory Neighborhood Association made a concerted effort in 2016 to increase representation from communities of color on its board and in its volunteers. The organization did this by directing targeted outreach efforts to neighbors who more

broadly reflect the racial demographics of Victory. The efforts resulted in increased participation from African American community members, including two new African American board directors. The primary factor in the strategy's success was the intentionality that ViNA employed to increase diversity amongst its membership. Once the organization identified the need, it worked to intentionally reach out to communities of color in the neighborhood.

ViNA recognizes that it has more work to do to ensure that it is best representing all residents of the neighborhood and in 2017 plans to direct efforts to increase participation from renters in its membership, its board, and in volunteer activities.

## Neighborhood Priorities

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

ViNA's 2017 priorities will mirror 2016's priorities which were:

- Ryan Lake Park Amenities: Minneapolis Park and Rec will install a paver plaza, outdoor furniture, bike rack and path from the street to the plaza. They will also dig a rain garden bed which the Victory Environmental committee and Garden Club will plant. Victory will also install educational signage for the rain garden and the shoreline restoration with a grant from the Shingle Creek Watershed Management Commission.
- 44th/Penn/Osseo Road Placemaking: The ViNA Environmental and Business Committees will use \$50,000 awarded by Hennepin County to begin installing environmental and artistic amenities to the Business Node at 44th/Penn/Osseo Road to create a destination that is vibrant, pedestrian-friendly, attractively-planted, and welcoming for neighbors and visitors and known by all as Victory Crossings.

# 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

North Minneapolis has long coped with limited access to open water for recreation. Since its inception, ViNA has worked diligently to increase water access by developing park space along the eastern shoreline of Ryan Lake and after many years, the project is close to completion. In 2016, the organization worked with the Minneapolis Park and Recreation Board to install a paver plaza at the park and to purchase outdoor furniture. ViNA also leveraged the plaza as a fundraiser and 'sold' pavers to residents which they could then have inscribed with a short phrase of their choosing. The fundraiser netted \$1,200 for ViNA which will be used to support more environmental projects in the neighborhood.

All residents of Victory and the greater area will be able to use Ryan Lake Park, but ViNA believes those living closest to the park will be impacted and benefit the most. According to the Centers for Disease Control, the census tract that includes Ryan Lake and the residential area near it has a higher rate of obesity and lower rate of physical activity than the rest of Victory. It is the hope of ViNA that improving access to green space that includes hiking, biking, and other recreational opportunities will help to mitigate these disparities and improve residents' health outcomes.

#### 16. MAJOR HIGHLIGHT #2

One other substantial highlight for ViNA was the completion of the design for streetscape improvements at the intersection of 44th Avenue/Penn Avenue/Osseo Road. The intersection is considered the 'heart' of Victory and located along a major thoroughfare which is set for construction and transit improvements over the next few years. With the changes coming to the corridor, the organization believed there was an opportunity to enhance the area with streetscape improvements that created a greater sense of place. The organization was awarded a \$50,000 contract from Hennepin County to improve greenery at the intersection and then it worked with residents, volunteer professionals, the City of Minneapolis, and Hennepin County to develop a design that worked for all stakeholders. Many of the improvements will be installed in 2017 and the anticipated outcomes include calmer traffic, increased definition of the business node, improved pedestrian safety, and additional public space for neighbors to gather. The anticipated beneficiaries include residents, business owners, and transit users.