

1. NEIGHBORHOOD ORGANIZATION

Longfellow Community Council

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Melanie Majors, Executive Director](#)

Organization Address:

Organization Address 2: [2727 26th Avenue S.](#)

Organization ZIP: [55406](#)

Organization Email Address: info@longfellow.org

Organization Phone Number: [612-722-4529](tel:612-722-4529)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.longfellow.org

Facebook:

<https://www.facebook.com/search/top/?q=the%20longfellow%20community%20council>

Twitter: [@longfellowCC](https://twitter.com/longfellowCC)

Other:

4. 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.

04/19/2018

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2017?

5. **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

6. **DOOR-TO-DOOR** (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- Conducted primarily by volunteers
- Carried out primarily to increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

7. **Approximately how many households did you reach through DOOR-KNOCKING in 2017?**

[See #15 Below](#)

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- Carried out primarily to inform and increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. **Approximately how many households did your organization reach through FLYERING in 2017?**

[See #15 Below](#)

10. **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.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter (If so, at what frequency?) no

Number of subscribers to your email list 1,083 for our Weekly Round-Up electronic newsletter and 167 for our committee email list.

Number of followers on Facebook and Twitter Combined 3,226

12. **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

Other activities (please describe here):

In 2017 LCC began to develop a pilot project (Partners In Engagement or PIE project) to create partnerships with local organizations who specifically serve underrepresented groups. We developed a program scope of service and allocated funding for the project. We held our focus groups in February of 2018 and the project will continue through May of 2018.

13. Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2017

2700

14. 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):

Referenced above, LCC's pilot Partners In Engagement (PIE) project started in 2017. We reached out to 7 potential partner organizations that specifically serve underrepresented groups in Greater Longfellow. Of the 7, 5 have signed partnership agreements with LCC on this project.

15. 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?

LCC discontinued door knocking over 4 years ago. Greater Longfellow is the largest neighborhood in the City both geographically and demographically. Door knocking is not an efficient use of volunteer or staff time and beyond our capacity.

Based on limited organizational staff, LCC flyers for events, programs and activities at local businesses instead of individual residences.

LCC employs many strategies to increase engagement in the community. We have 4 standing committees, programs to provide assistance to businesses, residents with open inspections orders on their properties and underrepresented communities who are sometimes isolated because of their personal circumstances. We have a weekly electronic newsletter, are updating our website, publish biannually in the local newspaper and use Facebook and Twitter to share information and encourage involvement. We hold several annual events to engage residents and fundraise for the organization and we participate in other annual local events such as Open Streets and the Longfellow Corn Feed. We also fund many resident-led initiatives that address environmental, safety and sustainability issues in the community.

Community Participation Program

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- 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?

17. **MAJOR HIGHLIGHT #1**

All Eyes on Hi-Lake

In July of 2017, the LCC Board and staff began working on a strategy to increase involvement, awareness and improvements at the Hi-Lake Intersection. This followed a murder at the intersection as well as numerous reports of increased crime. LCC previously conducted a Community Safety and an Accessibility survey where residents in the community identified this area as the least safe and most avoided. Hi-Lake is the largest transportation hub in the Twin City Metropolitan area. There are over 40,000 people who pass through it per day. It is also multijurisdictional with 5 separate public entities responsible for its maintenance and safety. The LCC has reached out to other neighborhood organizations, community organizations and residents to organize a coordinated and continued response to policy makers to encourage dedicated funding and expedited action to address the livability, equity and safety issues at this important intersection. We will continue this work and grow our coalition until significant changes are completed in the area.

18. **MAJOR HIGHLIGHT #2**

Capitalization of community projects

In 2017 LCC staff, Board and residents created strategic plans for LCC's 4 committees, allowing us to program over \$342,000 in unfrozen NRP funds. Each of LCC's committees developed goals and strategies relevant to emerging needs in the community, matched those goals and strategies with existing NRP strategies and allocated funding to capitalize new projects through 2020. LCC committee strategic plans are separate but related to LCC's organizational strategic plan.