

1. NEIGHBORHOOD ORGANIZATION

Prospect Park Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Jessica Buchberger](#)

Organization Address: [2828 University Ave SE](#)

Organization Address 2: [Suite 200](#)

Organization ZIP: [55414](#)

Organization Email Address: staff@prospectparkmpls.org

Organization Phone Number: [612-767-6531](tel:612-767-6531)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: prospectparkmpls.org

Facebook: facebook.com/prospectparkmpls

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

Other: [Instagram: Prospectparkmpls](#)

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.

03/26/2018

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?**

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?**

2000

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?)

Number of subscribers to your email list 600

Number of followers on Facebook and Twitter Combined 815

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):

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

4800

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):

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?

We have particularly focused on increasing student involvement, since students make up a large portion of our neighborhood but have not historically been engaged. We are happy to report that not only did we seat our 2nd ever student board member, we also had 4 student interns in 2017. There has also been an ongoing issue with a new building primarily housing students, and we have worked with these residents to find a way to a higher quality of life not afforded by the current development company.

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**

Prospect Park Planning Framework 2040 was developed by Prospect Park Association (PPA). It represents the neighborhood's vision for change and continuity into the future. The aim is to demonstrate inclusive community building and innovative development practices for the 21st Century.

The Framework supports the city's long-term goals for 2040 through its comprehensive plan, community values, land use improvements, and infrastructure investment proposals. It goes even further with proposals for implementation, a new zoning overlay, and financial tools.

Three different surveys were designed and implemented May - Nov 2017 and analyzed to inform the planning framework. Data was collected via:

- 3 listening workshops
- 4 special events and walking tours
- Direct leafletting
- Online over 2 months

There were 317 respondents to the surveys. PPA hosted 2 additional presentations before the plan was approved to ensure it accurately reflected community desires. The results showed that:

- Residents welcome all housing types.
- Residents regularly use a variety of transportation modes.
- Overall residents report they feel safe in the neighborhood.
- Residents say walkability and green spaces are very important to neighborhood livability.
- Residents support changes in city rules.
- Residents named equity and diversity as important community values and related issues.
- Residents and visitors expressed strong interest in arts and cultural events and support for arts organizations to locate in Prospect Park.

18. **MAJOR HIGHLIGHT #2**

The Annual Ice Cream Social was held June 2, 2017 and included the opening of the Witch's Hat Water Tower. PPA staff and volunteers worked with other organizations in the neighborhood to plan and execute the event, which drew an estimated 3,000 people from across the Twin Cities. This event is a signature event of the neighborhood, but this was the first year that PPA took a leading role in planning the event. Volunteers served food, ran carnival games, were part of a neighborhood resource fair, organized live entertainment, and ran the Witch's Hat Water Tower guest line. Local businesses were engaged, and the event brought together various parts of Prospect Park to host this large event.