

1. NEIGHBORHOOD ORGANIZATION

Standish Ericsson Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Candace Miller Lopez](#)

Organization Address: [4557 34th Avenue South](#)

Organization Address 2:

Organization ZIP: [55406](#)

Organization Email Address: candace@standish-ericsson.org

Organization Phone Number: [612-721-1601](#)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.standish-ericsson.org

Facebook: facebook.com/sena.mpls/

Twitter:

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.

02/12/2018

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?**

150

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 366

Number of followers on Facebook and Twitter Combined 1432

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 populations

Other activities (please describe here):
[Open House and Plan Modification voting process](#)

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

300

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):

SENA engaged residents in a NRP plan modification to realign available funds for investment over the next couple of year. We utilized social media and a mass mailing to inform residents and request input. This effort culminated with an open house in December.

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 set up volunteer opportunities in the community for our board of directors to attend as a group. These opportunities were selected because of their potential to reach to under served segments of our demographics. One example was cooking and serving lunch to a group of senior citizens in partnership with Nokomis Healthy Seniors, and another was helping with a food distribution event at Folwell Magnet School which serves a predominantly Hispanic population. In both these instances, board members were encouraged to make connections and get a first hand sense of what is needed to be more inclusive of these groups in our activities and decision making.

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**

Development continues around light rail stations, impacting residents, traffic flow and feel of neighborhood. We continue to work with current residents and new, interested developers to make any new construction/developments fit as seamlessly into the neighborhood as possible. Additionally, SENA has partnered with Lander Group, who are developing the 38th Street light rail commercial node, GoodSpace Murals, courageous heArts and Roosevelt High School on a public art project to be completed in the fall of 2018.

18. **MAJOR HIGHLIGHT #2**

SENA conducted a strategic planning process for the first half of 2017. This plan is currently being implemented and will guide our outreach and work for the next couple of years. The planning process included gathering input from multiple sources in the neighborhood regarding what stakeholders thought SENA did best, and what they thought we could/should be doing as a standalone or in collaboration.