

## 1. NEIGHBORHOOD ORGANIZATION

### Seward Neighborhood Group

## 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Kerry Cashman](#)

Organization Address: [2323 East Franklin Ave.](#)

Organization Address 2:

Organization ZIP: [55406](#)

Organization Email Address: [info@sng.org](mailto:info@sng.org)

Organization Phone Number: [612-338-6205](tel:612-338-6205)

## 3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: [www.sng.org](http://www.sng.org)

Facebook: <https://www.facebook.com/SewardNeighborhood/>;  
<https://www.facebook.com/SewardArts/>

Twitter: <https://twitter.com/sewardartsmn>;  
<https://twitter.com/SewardTweets>

Other: Website: 2017 Views 25,271 Visitors 10,727 Views per visit 2.36  
Posts published 79 May (garage sales) is the big month with 20%  
of our views. May 2017 Views 5,334 Visitors 2,252 Views per visit  
2.37 Posts published 7 We have 87 subscriber/followers.

## 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.

**02/28/2018**

# 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?**

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 Quarterly, 4100  
 (If so, at what frequency?)

Number of subscribers to 1200  
 your email list

Number of followers on 1200 and 1000  
 Facebook and Twitter Combined

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):

We work closely with Augsburg University, Bethany Lutheran Church and Faith Mennonite, the local school, the business association, Common Bond and the Seward Towers East and West and CAIR, Council on American Islamic Relations

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

4524

**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):

Interfaith Iftar working with CAIR, Bethany Lutheran Church, Seward Towers, and Augsburg University. Worked with Seward Civic and Commerce Association on their East African Street Festival during Open Streets. Working on Reconnecting neighborhoods with a specific focus on the S curve that separates Seward Towers West with their park.

**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 were the proud recipients of an award from the American Planning Association for being one of the five best neighborhoods in the United States. Promotion of this event drew a record-breaking crowd at our annual December meeting.

We have been pleased to have added to the diversity on our board of directors by electing two East Africans. We have a new community facilitator in Seward Towers East and West and are excited about the energy he brings to the area. We hosted a forum of the Seward area candidates for city council that drew a large and diverse response. Partnering with Seward Redesign on the Reconnecting Neighborhoods Initiative, we began work with residents, community stakeholders, elected officials and governmental agencies to improve the safety of everyone walking, biking or driving between Seward and Cedar Riverside and also provide a safer pedestrian crossing between Seward Tower West and Triangle Park We launched a social media campaign on Instagram, Twitter and Facebook, called #WeAreSeward, designed to celebrate diversity and encourage community interactions.

We have several recurring community events that are very successful: an Earth Day Clean Up in April, community wide Garage Sales in May, an Iftar and Garden Tour in June, a series of Community Walks in July and August, a King's Fair every other September, and a Winter Frolic and Art Crawl in December. All of these get good community support, involvement, and attendance.

## 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

After the 2016 elections many of our neighbors felt more isolated than ever. We started an online campaign We Are Seward Everyone is welcome here. We created posters and lawn signs. The online campaign is similar to "Humans of New York" we interview neighbors and post the interview and photos online. Our goal has been to highlight the diversity of Seward and work to make sure that everyone felt welcome here. We are still working to promote this to the degree we would like it promoted. Our initial interview were a little too short to be interesting but the time needed for a long interview plus editing has been a little overwhelming. We continue to refine this plan. <https://www.facebook.com/WeAreSeward/>

### 18. MAJOR HIGHLIGHT #2

Interfaith Iftar For many non-muslims in the neighborhood the month of Ramadan and the idea of an "Iftar" was a mysterious concept. We wanted to educate our neighbors about Ramadan while sharing with our Muslim neighbors the evening celebration that highlights the month.

We had our second Interfaith Iftar during Ramadan. We work with Augsburg University, Bethany Lutheran Church and CAIR, Council on American Islamic Affairs. This event continues to grow as we help our East African neighbors develop comfort walking into and eating in a Christian Church. We are learning ways to make the event more interactive. Many of tables were a beautiful mixture of culture but we really want to step up our interactions to another level.

We are excited to learn from our event the past two years and plan for improvements this year. One idea is to have diverse Table Captains who are in charge of leading conversations.