

**1. NEIGHBORHOOD ORGANIZATION**

**Heritage Park Neighborhood Association**

**2. ORGANIZATIONAL INFORMATION**

Neighborhood Organization Contact: [Michael Malone](#)

Organization Address: [1000 Olson Memorial Hwy](#)

Organization Address 2:

Organization ZIP: [55411](#)

Organization Email Address: [hpna@HPNAmpls.org](mailto:hpna@HPNAmpls.org)

Organization Phone Number: [612-767-1061](#)

**3. ORGANIZATION WEBSITE AND SOCIAL MEDIA**

Website: [HPNAmpls.org](http://HPNAmpls.org)

Facebook: <https://www.facebook.com/HPNA.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.

**03/28/2018**

# 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?**

150

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?**

650

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 Yes, monthly  
(If so, at what frequency?)

Number of subscribers to 218  
your email list

Number of followers on 409  
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):

Conducted neighborhood-wide survey to increase participation in strategic planning/N'hood priority process among Churches, libraries, and schools in the area

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

200

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):

- Attended Board & membership meetings and have representation on Northside Neighborhoods Council, MPHA, Art Love Resident Council, Heritage Commons Resident Council, Blue Line Coalition, West Market Business Association, Summit Academy OIC, Sumner Library, International Market Square, Public Policy Project / McKnight Foundation, McCormack Baron, and the City of Minneapolis (NCR, NCEC, Neighborhoods 2020 cmte)
- Participated in and staffed events for National Night Out, Juneteenth, Earth Day, Toys for Tots, and Community Connections Conference. Helped finance events for National Night Out, Earth Day, and Toys for Tots
- Distributed home-grown produce from HPNA's Community Garden to local organizations: Thomas Feeney Manor, Cora McCorvey Center, Heritage Commons, Art Love, Sumner Library, Summit Academy, and Phyllis Wheatley Community Center

**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?

HPNA is focused on continuously building stakeholder involvement. In 2017 we achieved this goal through expanded outreach (Increasing breadth of newsletter delivery, to include every active mailing address and hand-delivered notices to community stakeholders), intentionally adapting our approach to engagement (from informative to inquiry: "here's what's going on" versus "what do you think about what's going on, how could it be improved?"), and broadening our network through the help of vital local allies and stakeholders (e.g. to Summit Academy: "This event affects your students, would you mind helping us reach them so we can both benefit from their being more informed?").

# 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**

A major highlight for Heritage Park in 2017 was its improved ability to plan and host successful and welcoming neighborhood-wide events that result in greater community participation. Specifically, National Night Out (Estimated attendance of 500) and our Annual Meeting (Estimated attendance, 50) both showed major improvements in attendance, implementation, and neighborhood involvement.

Thanks in part to increased staff time, more support from partnering organizations, and a greater focus on individual outreach – that prioritized one-to-one interaction – these events were not only better attended, but also saw greater participation and involvement in the process from those in attendance.

A perfect example of this was the Annual Meeting: where the number of new board members not only doubled the size of the existing board (from 6 to 12), but also brought to the board much greater community representation: growing the proportion of people of color on the board from 33% to 66%, and the proportion of non-homeowners up from 33% to 58%. As a neighborhood that is roughly comprised of 93% people of color and 87% renter, this was an impossible-to-understate achievement.

We intend to continue this trend. Key to any success will be maintaining leadership that's representative of the neighborhood, programming that develops the community's assets, and an approach that fulfills HPNA's mission – "to educate and empower residents by creating a welcoming, self-sustaining unified community". By continuing to host neighborhood- and northside-wide events, HPNA can continue to grow its impact, scope, capacity: with the end goal being to continue serving the wellbeing, satisfaction, and pride of the entire community.

### 18. **MAJOR HIGHLIGHT #2**

A second major highlight of HPNA's 2017 was our successful surveying of the community. Starting in November, we began distributing short anonymous surveys to board members, volunteers, and residents. The initial plan was to accept responses for a month. However unexpectedly high levels of demand caused a change in plans. The deadline was pushed back another month, and the scope was expanded to include important organizations in the community: including Summit Academy, Sumner Library and Sumner Library Advisory Council, Thomas Feeney Manor, Cora McCorvey Center, Heritage Commons, Art Love, and Phyllis Wheatley Community Center. As a result the amount of participation far surpassed initial expectations and we received double the expected number of responses.

Another reason the survey deserves mentioning is its eventual impact on the neighborhood and HPNA. At the start of the process, residents offered feedback that previous surveys and community listening sessions had led to essentially no follow-up or change. To avoid making these same mistakes, the process was made more inclusive: instead of reviewing and discussing responses exclusively at board meetings, without the expressed expectation of community follow-up, the intention is now to present the survey findings in a general membership meeting – likely at the upcoming 2018 Annual meeting. There we can invite public participation in both reviewing responses and directing next steps. Ultimately this community-driven process will offer an opportunity to reframe the HPNA Strategic Plan and Priority Plan around this grassroots feedback, and at the same time foster accountability, transparency, and trust between HPNA and its stakeholders. We're all very proud of and excited by what the future holds.