

1. NEIGHBORHOOD ORGANIZATION

Shingle Creek Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Amy Luesebrink](#)

Organization Address: [PO Box 15656](#)

Organization Address 2:

Organization ZIP: [55415](#)

Organization Email Address: mpls.scna@gmail.com

Organization Phone Number: [612-597-9464](tel:612-597-9464)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.shinglecreekmpls.org

Facebook: [ShingleCreekNeighborhoodAssociation, 2\) Shingle Creek NA,](#)

Twitter: [Shingle Creek Neighborhood Association](#)

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.

03/13/2018

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?**

100

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?**

100

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?)	Printed monthly newsletter down from 12 times to 7 times in 2017 for the first time.
Number of subscribers to your email list	134
Number of followers on Facebook and Twitter Combined	700

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):

SCNA volunteers host and table along with staff at several neighborhood events including: STEAM Expo, Holiday on 44th, Shingle Creek Clean-up, Tour de Camden, Creekview Park Ice Cream Social, Northside Housing Fair to reach renters and homeowners, Jenny Lind and Olson Middle School Open House events to reach youth, to help raise awareness about SCNA and its work.

We organize and host several community events that help address specific issues including: Shingle Creek Clean-up, Tour de Camden, and STEAM Expo, which have one hundred people attending each event. We also partner and table with VINA and Our Neighborhood Works on their annual Holiday on 44th event which has over one thousand people in attendance annually to help promote our community work.

We also have tabled at the City-wide Community Connections Conference to help promote our community and our work. We continue to partner with other youth efforts to help us attract, parents, youth and families to our events and to get involved.

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

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?

SCNA's Goals Refined After Robust Community Engagement We were excited to complete the Robust Community Engagement efforts throughout 2017. SCNA reached out to the community in many new diverse ways: Learned and implemented the Art of Hosting tool, surveys, doorknocking,

hosting new events. In October, the garnered over 600 comments led to distilling over 50 neighborhood strategies into a few more refined goals that the neighborhood approved to steer SCNA's future work. They are:

- 1) Create a Community Center
- 2) Youth Programs
- 3) Great Schools/Parks
- 4) Trees/Seniors/Affordable Housing
- 5) Better Communication/outreach.

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

SCNA spent a great portion of their volunteer time planning, implementing, and analyzing data to report back to the neighborhood for a neighborhood vote that effects the 3,333 residents and almost 1200 households as a part of their Robust Community Engagement efforts in 2017. The efforts led to SCNA several board members participating in the Art of Hosting training and SCNA implementing several new methods of outreach through limited door-knocking, online and print surveys, and planning and hosting additional events. SCNA's efforts collected over 600 comments, identified several key strategies such as "Create a Community Center, Youth Programs for Great Schools/Great Parks, New or revised programs for Seniors, Trees, Affordable Housing, Safety Programs, Community Building Events, Better Communication, Sustainable Locally Grown Food/Garden Programs, that the community approved that will lead SCNA's future efforts for 2018 and beyond.

18. MAJOR HIGHLIGHT #2

SCNA partners with Herobotics and MPS to grow STEAM EXPO The Shingle Creek neighborhood population has 26% youth under the age of 18 according to the MN Compass 2010 Census data. Several years ago, having more to do for this demographic of the population in our sleepy corner of the city became a priority. SCNA began with just a spark of an idea and began partnering with the Minneapolis Public Schools Afterschool programs to create a relationship and partnership that strives to focus on and enhance the growth of youth through robotics across the city. Serving as a fiscal agent for the first time, SCNA's helped Patrick Henry Herobotics receive a national First Robotics Grant to help them work to establish a middle school robotics program across the city. So far five new teams were established in 2016-2017 and many of the youth showcase their work at the spring STEAM Expo. Over 100 participants, businesses, other organizations, and youth from over 6 different schools attend the SCNA, Herobotics, and MPS cohosted event. The STEAM Expo enters its fourth year this year.