

1. NEIGHBORHOOD ORGANIZATION

Whittier Alliance

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Kaley Brown](#)

Organization Address: [10 E 25th Street](#)

Organization Address 2:

Organization ZIP: [55404](#)

Organization Email Address: kaley@whittieralliance.org

Organization Phone Number: [612-871-7756](#)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: <http://www.whittieralliance.org>

Facebook: <https://www.facebook.com/WhittierAlliance>

Twitter: <https://twitter.com/WhittierMN>

Other: <https://www.instagram.com/whittieralliance>

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.

03/22/2018

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?

30

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?**

7000

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?) No, just a monthly newsletter

Number of subscribers to your email list 1,481

Number of followers on Facebook and Twitter Combined 1,428

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):

In 2017 we established and grew our Instagram presence to 121 followers. We also launched our Spotlight on Business blog in November, which features a monthly write-up and photos of a different business or nonprofit organization that plays a unique role in the Whittier community fabric.

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

2500

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):

Whittier Alliance collaborated with the Lyndale Neighborhood to hire a part-time cultural liaison to assist with relationship building and outreach to East African community members. This staff person led a program that assisted Somali women with skills such as resume writing and was successful in helping 6 women secure employment.

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?

Throughout 2017 we continued to build an active base of community members through our Environmental Sustainability Committee. Rather than a formal meeting format, much of our regular gatherings include an element of service and/or a learning opportunity facilitated by Whittier residents or other organizations. We are lucky to have no shortage of people passionate about addressing climate change or ideas for how we can continue to making our neighborhood a little bit greener month by month.

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**

2017 marked the 20th anniversary of the "Eat Street" branding and presented an opportunity for reflection on how our stretch of Nicollet Avenue has both changed and stayed the same over those years. In partnership with Spotlight Oral History and Whittier's own Hennepin History Museum, we conducted interviews with some of Eat Street's long time anchor restaurateurs such as Tammy Wong from Rainbow Chinese and Christos Greek Restaurant's Carol and Gus Parpas. The project culminated in an open-to-the-public exhibition at Hennepin History Museum that was on view until February 2018. This project represented an important opportunity to highlight and celebrate Whittier's unique business community and rich culinary history.

18. **MAJOR HIGHLIGHT #2**

With contested races for the Minneapolis City Council Ward 10 seat and Mayor, 2017 presented an opportunity to facilitate more robust civic engagement opportunities for Whittier. To deepen impact and reach, we partnered with the League of Women Voters for moderation and Lowry Hill East, ECCO, and East Harriet Neighborhoods for planning and promotion of a Ward 10 Candidate Forum in advance of the November elections. An estimated 100-120 community members attended the event at Calvary Baptist Church to hear more about each candidates' ideas for the best way to serve the stakeholders in our ward, and there were many positive comments from both audience members and candidates alike. This is a type of engagement that we would like to do more of, and we learned many things that can be built upon and improved in subsequent years.