2018 Annual Report
Community Participation Program



Neighborhood Organization Information

1. NEIGHBORHOOD ORGANIZATION

South Uptown Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Scott Engel
Organization Address:	3501 Aldrich Avenue S., Minneapolis, MN 55408
Organization Address 2:	
Organization ZIP:	55408
Organization Email Address:	info@southuptown.org
Organization Phone Number:	612-823-2520

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website:

Facebook:

Twitter:

#caragmpls

southuptown.org

facebook.southuptown.com

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.

03/19/2019

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Stakeholder Involvement – Basic Outreach and Engagement

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2018?

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

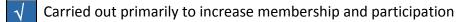


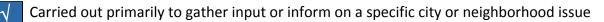
For more than one issue/outreach effort

On a routine basis



Conducted primarily by volunteers





7. Approximately how many households did you reach through <u>DOOR-KNOCKING</u> in 2018?

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



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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 <u>FLYERING</u> in 2018?

2000

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. <u>COMMUNICATION</u> (please fill in all that apply)

Print a paper newsletter (If so, at what frequency?)

Number of subscribers to
your email list650Number of followers on
Facebook and Twitter Combined1700

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

Other activities (please describe here):

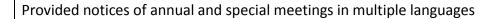
13. Please provide an estimate of <u>VOLUNTEER HOURS</u> provided to your organization in 2018

2000

14. <u>How did your organization reach out to under-represented groups in your</u> <u>neighborhood?</u> (please check all that apply)



Worked on an issue of particular interest to an under-represented group within the neighborhood



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 <u>Stakeholder Involvement</u>? What are you doing that is <u>new or particularly</u> <u>successful</u> to involve residents and others?

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2018 Neighborhood Highlights

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

The neighborhood association heard feedback that there was a desire to come up with a new name for the neighborhood after the change from Lake Calhoun to B-de Maka Ska. The organization started a Name Change Task Force made up of mostly new volunteers that included about 50% renters. The task force led a 6-month effort to solicit input and feedback through community events, two internet surveys, door-knocking, and a happy hour dedicated to the topic. Name ideas were generated, narrowed down, and finally voted upon at the neighborhood Annual Meeting drawing 180 attendees who came out to vote, hear Mayor Frey speak, and share a meal.

The effort not only resulted in a new name for the neighborhood and organization, but was able to engage more residents around our community identity. Neighbors appear to have taken on the South Uptown name because it better reflects the location in Minneapolis and disassociates the area from Calhoun.

18. MAJOR HIGHLIGHT #2