

## 1. NEIGHBORHOOD ORGANIZATION

### Cleveland Neighborhood Association

## 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Kristel Porter](#)

Organization Address: [3333 Penn Ave N](#)

Organization Address 2:

Organization ZIP: [55412](#)

Organization Email Address: [cna@clevelandneighborhood.org](mailto:cna@clevelandneighborhood.org)

Organization Phone Number: [612-588-1155](#)

## 3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

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

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

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

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

## 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.

**03/27/2019**

# Community Participation Program

## 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 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 2018?

500

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 2018?**

1314

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  
(If so, at what frequency?)

Number of subscribers to 4,013  
your email list

Number of followers on 3,960  
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

**Other activities** (please describe here):

13. Please provide an estimate of **VOLUNTEER HOURS** provided to your organization in 2018

2057

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):

Hosted Crime and Safety Meetings on higher crime corners in our neighborhood. Had a Party in our local park and engaged with the youth and their families. Worked with MPRB to make sure that the park was staffed and with MPS to make sure a meal was served there daily.

**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 hosted group bike rides every other week with primarily women of color who were 18 years or older. We targeted small, new, and local businesses. Gave them free marketing and spent money to support them.

We worked with 13 youth throughout the summer to engage them on picking up litter, how to sort trash, and what compost is. We had those youth sign up residents in Cleveland, Jordan, and Folwell neighborhoods for Organics Recycling, hosted a few workshops community members, including other youth on what organics recycling is.

We partnered with MPRB, MRAC, XCEL Energy and North Memorial to highlighted local artists and local food vendors in a concert series throughout the summer which brought out just under 6,000 attendees from all over Minneapolis.

We partnered with Northside Fresh to host seed shares and plant giveaways for resident's garden.

We partnered with Folwell Neighborhood for the first time to collaborate in throwing a Harvest party, bringing the neighborhoods residents, staff, board, and volunteers together.

We hosted the North Housing Fair where we were able to offer a Free First Time homebuyer class to over 30 people, 15 DIY workshops for homeowners and renters, over 55 organizations with resources for renters and homeowners. We partnered with the local Camden Lions to provide food to the attendees.

# 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

The Cleveland Park is the only park in Cleveland Neighborhood. It has a wading pool for the kids on hot days, and a storage building that has public toilets.

You would think that a park that is nestled right next to a primary school would be ideal and safe for children to play however, the issue with this particular park is, it is located by a liquor store.

Because of this, it tends to be a place where a lot of drinking, drug use, and other illicit activities happen at any point in a 24 hour period.

Unfortunately, it is the only place where the children can play and cool down on a hot summer day. So children are subjected to this inappropriate, adult behavior.

Our staff met with our Park Board Commissioner, different staff who oversee Cleveland Park, and Minneapolis Public Schools.

From these several meetings, we were able to hire 3 staff to oversee the Cleveland Park everyday throughout the summer, provide a healthy meal for them, 2 Youth Step Up peer interns and an open storage building filled fun activities for them to engage in.

We have hosted several Crime and Safety meetings with Councilman Cunningham, 4th precinct police, Lucy Carft Laney School's Administration, and concerned parents and neighbor's. We are continuing to work through this issue and will keep working on this issue until it is settled.

### 18. MAJOR HIGHLIGHT #2

In 2018, we piloted a project called "Clean City Youth." We recruited 8 youth from North Minneapolis to teach them how to be aware of litter, trash, waste and how it relates to our stormwater and river.

We adopted 14 storm water drains on 3 intersections of Penn Ave North (34th , 33rd, and Lowry Ave), which we cleaned out twice per week. Then we did a clean up in each youth participant's neighborhood. We partnered with Friends of the Mississippi, the City's Solid Waste and Recycling Department, Mississippi Watershed Management Organization, Hennepin County Organics Connectors and Eureka Recycling who facilitated workshops to increase their knowledge on recycling, composting, littering and overall water stewardship.

The Youth were able to see the change they were making when they were able to see the expressions on their neighbors faces when a short film showcased Clean City Youth after the Final Live on the Drive movie in the park which brought out over 700 people!

Another Incident that really stood out to the youth was on the day we were picking up trash and stenciling with Friends of the Mississippi.

There was a couple sitting on the front porch of their home. When we approached them to hand them a flyer and talk to them about what we were doing, they seemed to be very unreceptive to the idea of picking up litter and why. The youth went on to explain that litter and trash on the ground ends up in our storm water drains, which then ends up in our river. They further explained that all of the water that comes into our homes, comes from the river. After the conversation was over, we said goodbye and continued to stencil drains and pick up trash. After a few minutes or so, one youth participant tapped me on the shoulder and pointed behind us and said, "Hey look! They are picking up trash!"

It turned out, what the youth said to them had an impact on the couple, because they left their porch and joined us in picking up trash on their block!

This was the powerful experience I was looking for when we decided to pilot this project.