

1. NEIGHBORHOOD ORGANIZATION

Longfellow Community Council

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Melanie Majors](#)

Organization Address: [2727 26th Ave S.](#)

Organization Address 2:

Organization ZIP: [55406](#)

Organization Email Address: melanie@longfellow.org

Organization Phone Number: [612-722-4529](#)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: longfellow.org

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

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

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.

03/21/2019

Community Participation Program

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 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?**

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?**

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 NA
(If so, at what frequency?)

Number of subscribers to 1,182
your email list

Number of followers on 3,409
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

Other activities (please describe here):

LCC began asking participants at our larger events to complete an optional demographic questionnaire, in order to identify underrepresented groups and tailor our future engagement efforts.

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

850

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):

LCC partnered with Volunteers of America, The Family Partnership, Longfellow/Seward Healthy Seniors and Seward Longfellow Restorative Justice to hold an event that brought together seniors, families in distress and men of color transitioning out of corrections. The event allowed LCC to demonstrate that working with partners to better understand the communities they serve helps to tailor events in a way that appeals to community members beyond those who typically participate in our work

.By surveying event participants, we learned that most people consider themselves to be active participants in the community in a variety of ways that do not include LCC. Many people stated that shopping is one of the primary ways they participate, which has informed us that going forward, it is important to partner more closely with local businesses in a way that increases visibility for both the business and LCC.

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?

LCC partnered with local community organizations on events and communications, in order to build on their existing connections with communities that do not have a history of participating with the LCC.

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

In 2018, LCC created an open citation grant program to help property owners at or below 80% AMI make necessary repairs and improvements. The intent of the program is to encourage investment in the neighborhood by maintaining and improving the housing stock.

18. MAJOR HIGHLIGHT #2

LCC organized quarterly community meetings focused on the Hiawatha and Lake St. Interchange, to provide updates on planned improvements and allow residents to voice safety concerns and share their experiences in the area. To broaden our reach with residents, LCC partnered with other community organizations on the events, including the Lake Street Council and Holy Trinity Church.

The meetings brought together representatives from the City of Minneapolis, Hennepin County, MNDOT, Metro Transit and MPD, who have historically struggled to coordinate their efforts to improve pedestrian and vehicle safety at the interchange. As a result, Hennepin County and MNDOT have made a commitment to expand other projects to include Hi-Lake.