

## 1. NEIGHBORHOOD ORGANIZATION

### McKinley Community

## 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Markella Smith](#)

Organization Address: [3300 Lyndale Ave N](#)

Organization Address 2:

Organization ZIP: [55412](#)

Organization Email Address: [mckinleycommunitympls@gmail.com](mailto:mckinleycommunitympls@gmail.com)

Organization Phone Number: [612-524-9623](#)

## 3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

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

Facebook: [www.facebook.com/McKinleyCommunity](http://www.facebook.com/McKinleyCommunity)

Twitter:

Other: [NextDoor App](#)

## 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.

**03/28/2019**

## 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?**

176

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?) [www.facebook.com/McKinleyCommunity](http://www.facebook.com/McKinleyCommunity)

Number of subscribers to your email list 20

Number of followers on Facebook and Twitter Combined 39

**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**

**300**

**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?**

Our stakeholder involvement is currently low but we are hoping that by addressing the things that concern our neighbors, such as trash, that we will capture their interest and get more neighbors actively involved.

We are working hard to grow our reach with our community members by taking advantage of the various social media platforms available to us, participating in various community events, as well as developing a door knocking schedule.

# 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

Our Major highlight would be our CSA Program.

The community needs access to fresh fruits and vegetables. The CSA Program got the community involved in growing fresh fruits & vegetables and was a success in offering our community members more a wide variety of fruits and vegetables right in their own “Backyard”. This program has continued to grow.

### 18. MAJOR HIGHLIGHT #2

McKinley has continued to support Serendipity by providing below market rate commercial space to operate a community gathering place. This has benefitted our neighborhood by bringing people together and having a comfortable space to discuss community issues and opportunities