

1. NEIGHBORHOOD ORGANIZATION

Whittier Alliance

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Kaley Brown](#)

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

Organization Address 2:

Organization ZIP: [55404](#)

Organization Email Address: info@whittieralliance.org

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

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: whittieralliance.org

Facebook: facebook.com/whittieralliance

Twitter: [@WhittierMN](https://twitter.com/WhittierMN)

Other: [Instagram - @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.

02/28/2019

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?

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?**

7500

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, a monthly e-newsletter and a monthly business e-newsletter
Number of subscribers to your email list	1,436
Number of followers on Facebook and Twitter Combined	Facebook-1,516, Instagram-206, Twitter-379; Total = 2,101

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):

Whittier Alliance organizes regular meetings for area faith leaders and also for Whittier youth-serving organizations to meet one another, share information, and identify opportunities to collaborate when possible. Our staff also shares information about what we are doing neighborhood-wide that can then be shared with their respective congregations, networks, or patrons/clients.

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

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):

Throughout 2018 we sought as much neighborhood-wide input as we could get in pursuit of a 2019-2024 strategic plan that reflected the most pressing needs of all our community members. We organized 7 total focus group opportunities for various types of stakeholders in the neighborhood, as well as a wider World Cafe Style workshop to gather feedback. We held a focus group for our Latinx community members and one for our Somali community members with hired language interpreters assisting at each one.

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?

At Whittier Alliance's Annual Meeting in March, the membership voted to establish a new Acting Committee focused on addressing housing issues in the neighborhood. Staff and volunteers facilitated a two-part visioning process to identify what issues are most important to focus on, what we'd need to be successful, and how the committee should be structured. The final visioning session in May concluded with a community iftar in celebration of our members observing Ramadan. Since June, this committee has dramatically shaped Whittier Alliance's 2019-2024 strategic plan and has activated many residents previously not involved in other WA activities.

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 team is proud to have produced the inaugural Eat Street Festival in 2018, attracting an estimated 6,000+ people from within and outside the neighborhood for a day of free live music, dance, youth arts, great food, and even better people. It was a chance to showcase and celebrate who and what Whittier is at its heart, from our robust small businesses community to our multicultural immigrant and refugee neighbors. The festival featured performances from the Somali Museum Dance Troupe, Elohuayotl Mitotiani--an Aztec dance group that practices right here in Whittier, and the Chinese Dance Theater, a diverse array of music on the stage, and many family-friendly engagement activities provided by Whittier arts organizations and businesses. The attendance was as diverse in race, ethnicity, age, socio-economic class, and interests as Whittier itself. Many residents and businesses expressed strong support and gratitude for this rare opportunity during which all members of our community can interface and collectively enjoy the unique qualities of our neighborhood and each other.

18. MAJOR HIGHLIGHT #2

In response to a rise in summer street harassment and the perception that the neighborhood doesn't always feel safe, Whittier Alliance organized a collaboration of 10 organizations focusing attention on the ways in which we can better look out for our neighbors from a community safety standpoint. The Whittier Works Together campaign provided a range of opportunities for community members to learn about causes and misconceptions surrounding homelessness, bystander intervention techniques, as well as basic self-defense. We organized a panel discussion, offered free training sessions, and co-hosted a summer kickoff party with Simpson Housing, complete with a grill-out, youth art, and lawn games. We aimed to encourage folks to visit a part of the neighborhood they many not typically frequent and get to know more of their neighbors.