



2019 Annual Report Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Armatage Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:

Lauren Anderson

Organization Address:

2500 West 57th Street

Organization Address 2:

Organization ZIP:

55410

Organization Email Address:

anacoordinator@armatage.org

Organization Phone Number:

612.466.2096

3. Organization Website and Social Media

Website

www.armatage.org

Facebook

<https://www.facebook.com/armatagempls/>

Twitter

<https://twitter.com/ANANeighbors>

Other

<https://www.instagram.com/armatageneighborhood/>

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

Date

02/18/2020

2019 Community Participation Program Annual Report

Additional Organization Information

NOTE: The information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.

Indicate the **POSITION TITLE** and **AVERAGE HOURS PER WEEK** of each **PAID EMPLOYEE OR CONTRACT STAFF** (excluding professional services such as accounting, legal, etc.)

	5. POSITION TITLE	6. AVE. HRS./WK.
Position #1	Coordinator	18
Position #2	Accountant	0.75
Position #3		
Position #4		
Position #5		

7. IF NEEDED, PROVIDE ADDITIONAL INFO HERE:

Note if any positions are seasonal, temporary, etc.

2019 Community Participation Program Annual Report

Stakeholder Involvement – Basic Outreach and Engagement

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2019?

8. **MEETINGS** (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

9. **DOOR-TO-DOOR** (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

10. Approximately **HOW MANY HOUSEHOLDS DID YOU REACH** through door-knocking in 2019?

Please provide a whole number only

11. **Flyering** - Dropping literature at doors (Check all that apply)

- 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

12. Approximately **HOW MANY HOUSEHOLDS DID YOU REACH** through flyering in 2019?

Please provide a whole number only

13. **EVENTS** (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.)

14. **COMMUNICATION** (Fill in all that apply)

Print a paper newsletter Yes - 4x/year
(If so, at what frequency?)

Number of subscribers to 906
your email list

Number of followers on 982
Facebook and Twitter Combined

OTHER (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):

Welcomed new neighbors through door knocking and delivery of an Armatage Welcome Bag.

15. Please provide an **ESTIMATE OF THE VOLUNTEER HOURS PROVIDED** to your organization in 2019.

Please provide a whole number only

16. **HOW DID YOUR ORGANIZATION REACH OUT TO UNDER-REPRESENTED GROUPS IN YOUR NEIGHBORHOOD?** (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):

17. 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 REACH RESIDENTS** and others?

We did much more door knocking in under-represented areas of the neighborhood in 2019 . We also organized two pop-up outreach events at the Washburn Tot Lot targeted to reach community members that typically haven't attended (or perhaps felt comfortable attending) neighborhood events in the past. At these pop-up events, we spoke with many community members who had never had an interaction with the ANA before and had the opportunity for meaningful conversations on what ,was important to them and how we could reach them better in the future. We also explored having more methods for neighbors and local businesses to give feedback on neighborhood priorities and work through online surveys, flyering, lawn signs in strategic neighborhood locations, tabling at neighborhood events, door knocking and texting.

2019 Community Participation Program Annual Report 2019 Highlights

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

- 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?

18. MAJOR HIGHLIGHT #1

The Armatage Neighborhood Association had a moderate amount of remaining, uncontracted NRP funds. These funds came from unspent NRP Phase I and Phase II budgets and from repaid housing loans. This past fall, the ANA collectively decided to work on a large Plan Modification to put these funds under contract and to embrace this process as an opportunity to get meaningful input from our community. With input from volunteers, staff and NCR, the ANA put together a three month community input plan that included weekends of door knocking in underrepresented areas of the neighborhood, flyer at commercial nodes, a direct mailing to the neighborhood, a community-wide digital survey, tabling at events, organizing pop-up events, and targeted social media posts. We received in depth responses from over 160 community members throughout this process and used the feedback received to shape the Plan Modification to better align with our neighborhood's priorities. Many respondents had never had an interaction with the ANA before and were excited to give feedback and share new ideas. The final plan that was passed better reflects our community and we are grateful to have had the opportunity to learn from this process so we can carry it forward to our upcoming work.

19. **MAJOR HIGHLIGHT #2**

The reconstruction of the Washburn Tot Lot's playgrounds gave us the chance to hold a pop-up event in an under-represented area of our community to celebrate. We had a diverse crowd of over 200 residents attend, many of whom had never attended an Armatage Neighborhood Association event before. Many had seen the lawn sign advertising the celebration and decided to swing by to see what it was all about and the meaningful conversations, relationship building, and sheer number of popsicles handed out to happy kids and adults was a highlight of our year. The pop-up celebration also helped our organization to think through ways we could continue to reach out to this area of the neighborhood, which hadn't seen a lot of ANA events in recent years. We held a second pop-up at the Washburn Tot Lot this time with cookies and warm drinks in the fall to talk about our Plan Mod and will continue to hold pop-ups in different areas of the neighborhood in future years.

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20. Please send us a copy of your **OVERALL ORGANIZATIONAL BUDGET** for your current fiscal year (including City and other restricted or non-restricted funds) to ncr@minneapolismn.gov with the Subject Line: *2019 CPP Annual Report Budget*.

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21. Please Send your **CURRENT BOARD LIST with NAMES and CONTACT INFORMATION** (Name, Street Address, Email, Phone) to ncr@minneapolismn.gov with the Subject Line: *2019 CPP Annual Report Board List*. (This information will not be made public by NCR or shared with others - it is for internal use only.)

22. We'd love to share your highlights with others.
If possible, send digital photos, videos, illustrations to ncr@minneapolismn.gov with the Subject Line: *2019 CPP Annual Report Images*. If you have a large digital file, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.

THANK YOU!