



## 2019 Annual Report Community Participation Program

### 1. NEIGHBORHOOD ORGANIZATION

Downtown Minneapolis Neighborhood Association

### 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:

Organization Address:

Organization Address 2:

Organization ZIP:

Organization Email Address:

Organization Phone Number:

### 3. Organization Website and Social Media

Website:

Facebook:

Twitter:

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

Date:

## 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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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	Neighborhood Coordinator - Contract	20
Position #2		
Position #3		
Position #4		
Position #5		

**7. IF NEEDED, PROVIDE ADDITIONAL INFO HERE:**

Note if any positions are seasonal, temporary, etc.

The Neighborhood Coordinator is a contract position. Christie works between 20 and 25 hours per week depending on the time of the year.

## 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 (If so, at what frequency?)	The DMNA has a weekly e-newsletter.
Number of subscribers to your email list	1000
Number of followers on Facebook and Twitter Combined	1500

**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):

The DMNA collaborated with the Elliot Park neighborhood on a Personal Safety Workshop at The Commons. The DMNA worked in partnership with Green Minneapolis to host an event on National Night Out in The Commons.

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

**1000**

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):

The DMNA meets on a bi-annual basis with representatives from St. Stephen's Human Services and YouthLink to better understand the needs of the downtown homeless population, and those working to transition out of homelessness.

Several members of the DMNA Board also met with people living at The Atrium, which is an apartment building managed by the Minneapolis Public Housing Authority, to better understand their needs and the challenges they face, and to learn what the DMNA can do to advocate for them. This is the second year in a row that the DMNA Board has held this meeting.

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?

One of our most successful initiatives this year was a community survey that we created and used at the Mill City Farmers Market and National Night Out. We collected over 300 responses. The survey will help guide the board when developing goals and strategies for 2020.

## 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

DMNA has worked hard over the last year to hear what our constituents' priorities, concerns and issues are. It has been important, from our perspective, to seek input from the community that is made up of mostly multi-housing units and businesses to determine what our role should be, with a minimum amount of money and voice, to have community impact.

This year we attempted to reach people who rent (market rate and subsidized) housing, to condo owners, community businesses and tourist and ask these questions in a written survey form. We used the survey at the Mill City Farmers Market and our National Night Out event. We also facilitated conversations at several residential buildings, including The Atrium, The Bridgewater and The Zenith. We discovered that simply by listening to and talking with community members more was gained than actually appeared in written responses.

One of the major things that we learned from these conversations is that our needs and challenges are a little more complex than what a traditional residential neighborhood might face, due in part to the size and scope of our population. Respondents focused on the need to improve public safety, expand green spaces and public realm improvements, provide street outreach for the homeless, increase affordable housing options, and making sure new development projects meet the present and future needs of residents. We are confident that what we learned though has set the stage for more focused work in 2020.

19. **MAJOR HIGHLIGHT #2**

The DMNA hosted two events at The Commons this year; a Personal Safety Workshop in June, and a National Night Out event on August 6.

The DMNA worked in collaboration with Elliot Park Neighborhood Inc., to organize the Personal Safety Workshop. We had 25 attendees. We know many more people were interested, but unable to attend on the night it was scheduled for. We plan to host another event in 2020.

The DMNA also worked in partnership with Green Minneapolis, the Minneapolis Police Department, People Serving People and Izzy's Ice Cream to host a National Night Out event in The Commons. This was the first NNO event in this space since it opened. We showed the movie The Goonies. The DMNA distributed branded water bottles and used the community survey to start conversations with attendees. There were well over 500 people at the event throughout the night. We are already in conversations with Green Minneapolis for the 2020 event.

We hosted a wonderful annual meeting in October. As part of the meeting, we showed a video created by one of our former board members that highlights the organization's work:

<https://youtu.be/QwNTBrCbOBk>

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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](mailto: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](mailto: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.)

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22. We'd love to share your highlights with others.  
If possible, send digital photos, videos, illustrations to [ncr@minneapolismn.gov](mailto: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!**