



## 2019 Annual Report Community Participation Program

### 1. NEIGHBORHOOD ORGANIZATION

East Calhoun Community Organization (ECCO)

### 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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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. <b>POSITION TITLE</b>	6. <b>AVE. HRS./WK.</b>
Position #1	Coordinator	12
Position #2		
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  
(If so, at what frequency?)

Number of subscribers to your email list 740

Number of followers on Facebook and Twitter Combined 265

**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):

Conducted robust engagement regarding neighborhood name change process that included six rounds of mailings to every address in the neighborhood, six rounds of flyers to every building in the neighborhood (including posting in apartment buildings), three community engagement meetings and outreach at National Night Out events in the neighborhood.

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):

ECCO hosted a Renters Social. All rental properties in the neighborhood (from duplexes to large apartment buildings) were specifically targeted to invite renters to attend the event.

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?

In addition to the stakeholder involvement with the neighborhood name change and the Renter Social, ECCO successfully engaged residents with a variety of meetings and events:

-Livability Committee meetings - particularly around the topics of traffic issues and pedestrian safety

-Our Green Team organized a Green Expo at our annual Earth Day Clean Up

-ECCO Labor Day Celebration - an annual neighborhood tradition

-Wine Tasting Fundraiser - a collaborative effort with five other Uptown-area neighborhoods

## 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

##### **Neighborhood Name Process**

**OBJECTIVE:** The ECCO Board established the Neighborhood Name Review Committee to explore the following questions:

- How do neighbors feel about the current neighborhood name?
- If a majority of neighbors feel it is time to change our name, what should it be?

**EXECUTIVE SUMMARY:** Committee members with diverse views on the neighborhood name began meeting in February 2019 contributing hundreds of volunteer hours to develop an outreach strategy to engage residents. All communications with residents were by mail, online, and flyers. To initiate the process, three Community Meetings were held to provide attendees with additional information and an opportunity to share their views on the neighborhood name with their neighbors. In addition, residents were able to participate by: 1) voting whether or not to change the neighborhood name, 2) providing new neighborhood name ideas, 3) voting to narrow options for a new neighborhood name, and 4) a final vote between two possible names. Eligible voters could cast their ballot online, via postcard, or in-person at each step in the process.

**RESULT:** 52.6% of 502 votes cast were to select “ECCO” as our new neighborhood name, replacing East Calhoun Community Organization. ECCO is now our stand alone name; it is not an abbreviation for East Calhoun Community Organization.

**SUCCESS OF OUTREACH:** Mailer via postal service, hand delivered flyers, and online e- newsletter used at each step of the process to reach residents and encourage participation. Response rates were:

- Initial Name Ballot: 17.2%
- Ten Options Ballot: 16.2%
- Final Name Ballot: 20.4%

Response rates were calculated by taking the number of individual responses and dividing that number by the total neighborhood population of 2,457 (per the most recent MN Compass data dated 2010 which does not break out the population count for residents over the age of 18).

19. **MAJOR HIGHLIGHT #2**

**Working with developer for a win-win**

In 2016, a developer came to the ECCO Livability Committee with a proposal to combine three parcels along the what was is now known as East Bde Maka Ska Parkway. The proposal was to remove the existing homes on the parcels and build a five-story, 55' tall, 12-15 unit building. The project would have required rezoning of the properties, and a conditional use permit for the building height exceeding 35' within the Shoreland Overlay District. The proposal also violated the suggested land use outlined in the Uptown Small Area Plan.

Concerns were raised by residents (from ECCO as well as other parts of the city) about the building height along the shoreland of the Chain of Lakes Regional Park, cited by the Minneapolis Parks and Recreation Board as "the most popular park in Minnesota with an estimated 5 million annual visits."

Over the course of the next three years, the ECCO Livability Committee worked with the developer to revise the proposal to a mutually agreeable proposal of a three-story, 39'8" tall, 17-unit building. We had numerous meetings in a collaborative atmosphere that led to the final plans completed in 2019.

The revised proposal better fits in with the existing land use policies to protect the Chain of Lakes and with the fabric of the neighborhood.

The revised proposal received approvals from the City of Minneapolis and construction will begin in 2020.

We hope that this collaborative process can be a model for future development in our neighborhood.

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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!**