



2019 Annual Report Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Hale Page Diamond Lake Community Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: Courtney Laufenberg

Organization Address: 5144 13th Ave S

Organization Address 2:

Organization ZIP: 55417

Organization Email Address: office@hpd.org

Organization Phone Number: 612-548-4735

3. Organization Website and Social Media

Website: www.hpd.org

Facebook: hpdmpls

Twitter: hpd_mpls

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

02/24/2020

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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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	Executive Director	25
Position #2		
Position #3		
Position #4		
Position #5		

7. IF NEEDED, PROVIDE ADDITIONAL INFO HERE:

Note if any positions are seasonal, temporary, etc.

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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 Quarterly
(If so, at what frequency?)

Number of subscribers to 600
your email list

Number of followers on 0
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):

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?

When HPDL holds an event we send a postcard mailing to our entire mailing list which includes 3,900 houses, apartment units, and other rentals. The postcards are addressed to current resident so that they will not be redirected when people move out of the neighborhood. We often put up posters in the neighborhood as well to advertise. In order to keep HPDL events accessible to everyone, the board offers several free activities at each event as well as low-cost food options.

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 HPDL board puts on multiple events each year but has historically struggled to attract single people, younger residents, and couples without children to family-oriented events like Frost Fest, Picnic in the Park, and Earth Day. Adding Brew N Stew to our regular events three years ago provided an opportunity to reach out to and include residents without children suffered low attendance. This year, the HPDL board struck a better balance with Brew N Stew, still using the event as a way to reach out to adults without children but also recognizing that majority of attendees at our events are families with children. Specifically, this year's Brew N Stew was extremely popular; over 2,000 neighbors participated. As with all HPDL events, Brew N Stew provides a great way to build relationships with neighbors and local businesses. The HPDL board is always looking for new ways to make Brew N Stew and its other events accessible and valuable to all members of the HPDL community.

19. **MAJOR HIGHLIGHT #2**

HPDL partnered with the Nokomis East Neighborhood Association to host a presentation and public discussion with the team behind the Mapping Prejudice project. This project researched and mapped the neighborhoods in Minneapolis that created structural barriers to prevent people of color from owning homes, including redlining and racial covenants. We hosted this conversation because these practices were especially prevalent in the HPDL and NENA neighborhoods, and we felt a responsibility to educate residents on the legacy of racism built into our area. It was a frank, honest conversation, and we received positive feedback from area residents afterwards that, without this presentation, they never would have learned this history.

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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!