



## 2019 Annual Report Community Participation Program

### 1. NEIGHBORHOOD ORGANIZATION

North Loop 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

02/26/2020

# 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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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	<input style="width: 95%; height: 25px;" type="text"/>	<input style="width: 95%; height: 25px;" type="text"/>
Position #2	<input style="width: 95%; height: 25px;" type="text"/>	<input style="width: 95%; height: 25px;" type="text"/>
Position #3	<input style="width: 95%; height: 25px;" type="text"/>	<input style="width: 95%; height: 25px;" type="text"/>
Position #4	<input style="width: 95%; height: 25px;" type="text"/>	<input style="width: 95%; height: 25px;" type="text"/>
Position #5	<input style="width: 95%; height: 25px;" type="text"/>	<input style="width: 95%; height: 25px;" type="text"/>

7. **IF NEEDED, PROVIDE ADDITIONAL INFO HERE:**  
Note if any positions are seasonal, temporary, etc.

We have a bookkeeper and a person that does our board minutes, but we have NO paid employees or contract staff.

## 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?

4000

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

Number of followers on  
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):

We conducted voter registration activities at all of our events. We also partner with our property management companies to communicate with our renter community.

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):

We target every resident of the North Loop and are always looking for new and innovative ways to expand engagement and resident participation.

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 dramatically increased our use of social media in 2019 with tremendous results. In 2020, we will continue to build on our success with the launch of a monthly newsletter. We also began creating weekly video "news updates" on people and happenings in the North Loop.

Here are a few examples:

<https://vimeo.com/387343852>

<https://vimeo.com/387342059>

<https://vimeo.com/385551174>

## 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

Residents of the North Loop, and most areas of downtown Minneapolis, have struggled for years with vehicle and pedestrian safety at the intersection of Washington Ave and 3rd Ave (at the exit ramp to 394), specifically for vehicles turning left on to Washington Ave coming off the freeway.

After years of complaints and requests from residents and businesses to add a left-turn signalization at the intersection, the NLNA made a deliberate and loud plea to MNDOT, Hennepin County and Minneapolis in 2019 to improve vehicle and pedestrian safety at the intersection. We held meetings with the various government entities, and in October new signalization was installed at the intersection, improving the safety and traffic flow at an intersection that serves thousands of downtown residents and visitors each day.

Because of our work, a major redesign of the intersection is being planned in the next two years which will benefit pedestrians, bikers and drivers for years to come.

19. **MAJOR HIGHLIGHT #2**

The North Loop Neighborhood Association saw an opportunity to improve neighborhood engagement and outreach in 2019 with the addition of an experienced retired local TV newscaster to our board.

Mike Binkley has successfully taken our resident engagement to a new level, far exceeding our expectations by creating a wide variety of engaging stories about events and people of the North Loop. Mike's video stories can be found on our website, Facebook and Instagram. They are widely read and shared throughout the North Loop (and the Twin Cities), and have become a popular resource for North Loop residents (renters/owners) and our thriving business community.

We're excited to build on our outreach and content in 2020!

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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!**