



## 2019 Annual Report Community Participation Program

### 1. NEIGHBORHOOD ORGANIZATION

Prospect Park Association

### 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: Jan Nelson

Organization Address: 2828 University Ave SE

Organization Address 2: Suite 200

Organization ZIP: 55414

Organization Email Address: staff@prospectparkmpls.org

Organization Phone Number: 612 767-6531

### 3. Organization Website and Social Media

Website: prospectparkmpls.org

Facebook: facebook.com/prospectparkmpls.org

Twitter: @ppampls

Other: Instagram: Prospectparkmpls

### 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: 03/23/2020

## 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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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. <b>POSITION TITLE</b>	6. <b>AVE. HRS./WK.</b>
Position #1	Office and Volunteer Coordinator	20
Position #2	Communication and Outreach Coordinator	20
Position #3	Community Organizer	9
Position #4	Community Organizer	4
Position #5		

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

Note if any positions are seasonal, temporary, etc.

Positions 3 and 4 are temporary hires (September-December, 2019) and are part of our ongoing Neighborhoods 2020 efforts to reach out to under-represented groups in our neighborhood.

## 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?)

Electronic newsletter twice a month

Number of subscribers to  
your email list

1140

Number of followers on  
Facebook and Twitter Combined

975

**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?

We have initiated a multi-year community-building effort. It is based in the notion that we need to be out and about our community finding out what issues matter to other stakeholders, meeting them where they live and hang out, talking to stakeholders in extended conversations that allow us to get to know them and what they care about, reconnecting and working with public and non-profit agencies in our communities as partners on issues they care about , reconnecting and working with other groups and associations that constitute the cultural life and public substance of our community to see what support they might like to have from us, and creating new relationships with individuals and organizational leaders that will help us build a strong foundation for continued close connections with stakeholders as we stay committed to community-building in the coming years. In 2019 we have begun every one of these initiatives. We had over 80 meetings. We are pleased with outcomes for this year, but understand that we need to be committed to these efforts for years to come!

## 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

Renter and student outreach project. Thousands of student renters live in our community but we have no connection with most of them. Steps taken this year: City demographic data told us that there were 5,200 student renters in our neighborhood. When we determined to connect with them, to find out what their lives were like, what issues mattered to them, and what kind of participation and partnership they might like from the neighborhood association (PPA) it turned out that no one could actually tell us how many students were in our community, where they lived exactly, and how the census arrived at the number it did. So we began by walking to each and every apartment we could find, talking to people, making a new map of student residences, connecting with managers of larger developments, connecting with individuals as well as organizations, such as Off Campus Housing at the University, the Korean student organization, and many more. It took over 3 months to arrive at a satisfactory new map.

Outcomes: We now know that there are well more than 7,000 students, that over a thousand of them are from Asia (i.e. 10% of our neighborhood residents). But in creating our new map we also created many important relationships. With these new relationships with individuals and organizations we have begun phase two of our project, getting to know the students through interviews, focus groups, and mutual support. As part of this effort we have learned that students would appreciate being welcomed to the neighborhood in the fall with a new festival. So a major outcome of our effort in this first year is the decision that we are going to open up the Tower on Tower Hill this coming fall. We will have music and food and also a voter registration drive for the upcoming presidential election. We will increase student awareness of the wider neighborhood dramatically, and we will continue to build on the positive start we have created this year. Just the marketing and outreach we will need to do for the festival will lend continued focus to this effort. [Note: As part of this effort we also now have 2 students on our board. We expect this number to grow as we maintain and grow our project.]

## 19. MAJOR HIGHLIGHT #2

Connect with public housing community and with residents. As 2019 dawned Glendale Public Housing Community and PPA had few active connections. In other years in the past there have been robust friendships and partnerships between the different parts of our neighborhood, and we determined that our new community building effort should have a major focus on the seemingly weak PPA/Glendale connection.

Steps taken this year: Two practical but important possibilities presented themselves immediately. By initiating listening meetings as the heart of the community building effort we learned quickly 1: that the walkway between Glendale and Pratt school in Prospect Park was closed and had been closed for over a year, necessitating a long walk for little kids from Glendale to get to Pratt, even in winter, in the street, in deep snow sometimes. This was a dangerous situation. It seemed hard to believe, that PPA was not working hard, or even at all, to get this problem solved. We also learned that 2: parking in Glendale was considered a problem and had been considered that for years, due to various problems related to the use of parking permits in Glendale. Bottom line: most residents weren't using them, and U of M students were over parking in Glendale at night, taking spots, but with no enforcement.

Outcomes When we started, both of these issues were in limbo. Everyone had either given up or seemed to think that someone else was working on the problem. We talked to people and saw that both situations had become stuck. We found out how they had gotten stuck, and most importantly where they were stuck. We helped get people talking to each other again.

It took some weeks, but the Walkway was finally opened! Agreements on a new permitting parking process have also been reached.

We only got involved where we were asked to lend a hand. But the community got two fairly quick victories; and PPA demonstrated that once again it could be a useful community resource in ways that mattered to residents of Glendale, and also to MPHA, which cared about both issues as well. More outcomes: The give and take on these issues led to two more developments. PPA has hired a Glendale resident as part time staff. She is initiating a tenants rights project, an idea originated in Glendale, and receiving support from the PPA Community-Building Committee and PPA board. NRP funds have made this possible. As part of the new community building effort PPA is committed to hiring Glendale residents. This is only a good start.

Secondly, residents of Glendale have requested that PPA open a learning and education project in Glendale in 2020. This project has required cooperation between residents, MPHA and PPA. It will be located in Glendale. Funds have been committed for a small opening of the project later in the year. This is still "in concept" only, as final arrangements have not been made. Nevertheless, we think that this partnership between residents and PPA and the intent to grow a project together is a hopeful sign that our first year of true outreach has been positive, and that we can hope for much more in the year(s) to come.



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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!**