



2019 Annual Report Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Whittier Alliance

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: Kaley Brown

Organization Address: 10 E 25th St.

Organization Address 2:

Organization ZIP: 55404

Organization Email Address: info@whittieralliance.org

Organization Phone Number: 6128717756

3. Organization Website and Social Media

Website: whittieralliance.org

Facebook: facebook.com/whittieralliance

Twitter: @WhittierMN

Other: Instagram: @whittieralliance

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: 02/27/2020

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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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	50
Position #2	Business Outreach Coordinator	40
Position #3	Community Outreach Coordinator	40
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 (If so, at what frequency?) n/a

Number of subscribers to your email list 0

Number of followers on Facebook and Twitter Combined 0

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):

Starting in the fall of 2019, Whittier Alliance has been maintaining a regular in-person presence at Karmel Mall in partnership with Frayeo, a non-profit organization based out the 4th floor at Karmel. Fartun Ismail, our community outreach coordinator has been flyering and tabling in an effort to build familiarity and relationships with business owners and patrons of the shopping center who live in the area. Fartun continues to help coordinate regular gatherings of all types of organizations serving Whittier youth and the faith leaders coalition in and near Whittier to share information with their congregations.

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

3222

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):

In the fall of 2019, our Housing Issues Committee worked with the Center for Urban and Regional Affairs to develop and launch a neighborhood-wide survey aimed at giving us a representative sample of issues and concerns related to livability in Whittier, opportunities to further engage with respondents indicating specific needs or interests, and just generally build our base of volunteers and a neighborhood network with which to build new leaders. We hired a project-specific Latinx organizer to help us reach Spanish-speaking neighbors who we often do not hear from through our regular communications channels. She grew up in Whittier herself and was able to leverage her deep connections to pull the overall demographics of our survey respondents into a much closer alignment to our actual neighborhood makeup in terms of race, household income, education level, and other key metrics. We hope to bring her staff on in a regular part-time capacity in 2020.

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 2019, we spent a lot of staff and board member time and effort on building relationships with business owners with whom we have had a language and/or cultural barrier to engaging meaningfully with in the past. Our outreach staff and nonprofit board member who offices out of Karmel Mall provided considerable 1:1 support for two sisters who own Dini Kitchen, located on the 4th floor of Karmel Mall, to learn the City processes, develop menus, and generally prepare to participate as a food vendor in their first outdoor event at our Eat Street Food, Music, & Arts Festival. We subsidized their participation by covering the cost of equipment rentals, delivery, and registration fee so that they could build the skills to pursue other events on their own throughout the City if they wish to. This brought them face to face outside Karmel with a brand new audience of thousands, trying their vegan Somali dishes for the first time.

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

With volunteer support, WA was able to apply for a graduate research assistant through the Center for Urban and Regional Affairs' Neighborhood Partnership Initiative Grant. Our end goal was to apply in-depth research, GIS mapping technology, and direct engagement with neighborhood renters, homeowners, and property owners to better understand the current landscape of Whittier's naturally-occurring affordable housing (NOAH) stock; we hoped to be able to identify individual properties that may be vulnerable to sale, thus increasing the potential for displacement of current residents.

CURA provided a graduate student who worked with us to create a mapping tool that pulls in data on rentals and property sales, so that we could visually identify on a map and pull lists of owners who fall under certain criteria. We know that Whittier has many community-minded, small-scale building owners, and this tool gives us some direction for how to identify and reach out with a creative approach. We were able to pull a targeted list of over 800 property owners who currently hold a rental license within Whittier and send them a postcard mailing invite to a workshop we held in December in partnership with the City staff managing the City's 4d Affordable Housing Incentive Program. The program provides eligible Minneapolis landlords with a break on their property taxes if they agree to hold at least 20% of the units in their building to specific rent levels for at least 10 years.

We ended up with about 20 very engaged landlords at the workshop taking this opportunity to ask questions 1:1 with City staff and work through a hypothetical with our volunteers on their own building's metrics to find out what their property tax break could look like if they enrolled. We are looking forward to learning in April whether we were able to help secure some new units into 10 year affordability as a result of that work this year.

19. **MAJOR HIGHLIGHT #2**

2019 marked the second year of the Eat Street Festival, and while our area is often known best for its dining scene and entertainment, the corridor is also home to a number of organizations including other non-profits, social service providers, tutoring centers, schools, and adult and child daycare centers. With the growing perception that Eat Street is gentrifying and that many street fairs are designed to engage wealthier and whiter community members, it was important to us and our partners that the Eat Street Festival continue to be viewed as an event for everyone in Whittier including youth -- especially youth of color.

Whittier-based youth organization, Futsal Society, has grown an extremely active community out of Whittier Recreation Center that includes high school league play each week. A significant number of regular futsal players represent the East-African and Latino communities, and many kids living in or near Whittier are involved. Caleb Crossley of Futsal Society was inspired to create and manage a live futsal tournament on Nicollet Avenue with some temporary fencing during the Festival. WA staff worked 1:1 with Caleb during the planning phase to help bring his vision to life, and all participation fees were waived for the organization.

On September 15th, 2019 over 50 youth community members played in the "Eat Street Festival Cup" on Nicollet Avenue, drawing crowds of on-lookers throughout the day, including kids at the nearby daycare. Caleb provided a positive, animated review that demonstrates what we were able to achieve together by saying "I think it's so important for these young people to be seen and to be/feel part of the community. It's vital. All the young guys had fun and enjoyed playing for the crowd and being a part of it."

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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!