

## **Community Participation Program Guide to 2011 Annual Reports**

**Intended audience:** Your Community Participation Program annual report is primarily intended to inform the NCR Department, the Neighborhood and Community Engagement Commission (NCEC) and the public about your Community Participation Program activities. You may also want to use your annual report to NCR as a way to inform others about your work, including funders, other neighborhood organizations, City departments and the City Council. If your organization produces a separate report for your annual meeting, you may also want to include it as supplemental material.

**Contents:** At a minimum, your annual report should address the following:

### *1. Accomplishments*

What were your organization's major accomplishments in 2011? How were individuals in your community directly impacted by your work? (Note: focus on your accomplishments, not your activities, such as "Field Regina Northrup organized the Lee Family 80th Anniversary Commemoration on July 16, 2011, recognizing an important story in the history of Civil Rights in Minneapolis. In addition to engaging more than 1,000 residents, the event coincided with the City's Community One Read event, providing the opportunity to connect the commemoration with broader city events.")

The Holland Neighborhood Improvement Association continued its work to engage the community and implement projects and programs to revitalize the neighborhood. Below are several highlights of our outreach efforts in the 2011-2012 funding cycle.

HNIA conducted a home improvement loan lottery in the spring of 2012. HNIA promoted the program through several mediums, including distributing flyers to each property in the neighborhood in English and Spanish. Over 70 residents entered the lottery, which determined the order that they could apply for a loan. These loans will help restore and improve the neighborhood's housing stock, and provide affordable financing options for homeowners and landlords.

HNIA also held the well-attended Hotdish Revolution event in 2011 and 2012. Many volunteers worked to organize the event which had over 200 community members in attendance this year. The event was a great opportunity to make connections with residents and create a sense of community identity.

Other notable accomplishments included:

- A partnership with Minneapolis Parks and Recreation to increase youth programming and activities at Jackson Square
- A raingarden program that led to 19 low-cost raingarden installations at residents' homes
- The Party in the Park event where dozens of residents came out to clean up the neighborhood-managed tot lot. At the event, kids painted new picnic tables and free food was served to everybody. The event took place in 2011 and 2012.

- HNIA formed an NRP Phase II steering committee and has begun work on developing an outreach strategy for the Neighborhood Action Plan.
- HNIA formed an Outreach Committee to develop strategic outreach plans and work with the board of directors and NRP Phase II committee to increase community engagement.

## 2. *2011 CPP Submission*

Reviewing your submission for CPP funds for 2011, what outreach and engagement activities did you carry out? What worked well, and what did not work so well? Why?

- General Meetings – HNIA held monthly neighborhood meetings to bring residents and stakeholders together and discuss neighborhood issues and activities. We hope to increase participation at the meetings and promote them more effectively to residents who have not traditionally attended. Meetings were promoted through monthly postcard announcements to each household, email blasts, and the HNIA website and Facebook page.
- Built Email List – HNIA continued to build its database of residents' email addresses and contact information. This is an area that the outreach committee will work to improve further.
- Quarterly newsletter – HNIA started publishing quarterly newsletters. They are distributed as inserts in the Northeaster newspaper.
- E-Announcements – HNIA staff sends out regular announcements to the Holland email list to promote upcoming meetings and events.
- Hotdish Revolution – HNIA held its annual community cook-off event in 2011 and 2012. See question #1 for more information.
- Open Eye Theatre Puppet Show – HNIA paid the Open Eye Theatre to hold a puppet show in Jackson Square Park. Many families attended the free event.
- Party in the Park -- See question #1 for more information.
- Focus Groups – HNIA organized focus group meetings to get input from residents about a potential project to have Habitat for Humanity build a new home on a vacant lot in the neighborhood. We organized meetings to talk with residents from three different blocks about the potential project.
- Door-to-door flyers – HNIA distributed flyers door-to-door to promote selected programs, meetings and events.
- All Northeast Community School BBQ – In 2012 HNIA sponsored this annual event where over 2,200 people came out to build community, prepare for the new school

year, and celebrate the schools in Northeast Minneapolis. HNIA board members and staff were there to volunteer, hand out promotional materials, and gather contact information from residents.

The most effective outreach strategies were those that involved direct contact with residents, such as neighborhood events and door-to-door flyering. The HNIA outreach committee will help increase engagement activities that lead to more face-to-face interaction by neighbors. An example of an outreach strategy that did not work well, was an effort to get residents to write an answer on a quarter-sheet of paper that asks them to list something that would make the neighborhood better. We set up a table at the Hotdish Revolution event where residents could submit their answer. However, we did not receive many submissions. In the future we will use more direct methods of asking residents to share their neighborhood priorities with us.

### 3. *Stakeholder Involvement*

Reviewing your submission for CPP funds for 2011, how did you reach out to and involve under-represented communities? Did you find any strategies to be particularly successful?

This is an area that HNIA seeks to continue to improve. We attempted to promote the home improvement loan lottery to Spanish speaking residents by translating our promotional flyers. This did not lead to many Latino residents participating in the lottery. HNIA also had initial meetings with Access and Outreach Specialists and our Neighborhood Support Specialist to explore ways to increase participation from underrepresented groups. We have started making connections with more residents and businesses from underrepresented communities, and we saw some increased participation at General Meetings. The community events in the parks were the most effective way to reach underrepresented communities. The NRP Phase II committee and Outreach Committee are actively seeking ways to increase HNIA's capacity in this area.

Please also provide the following:

- A. How many people currently serve on your board? Are there vacancies?  
9 board members. No vacancies.
- B. Approximately how many individuals have participated in committee meetings in the last year?  
20
- C. How many people attended your annual meeting?  
52
- D. How many households regularly receive your publications (such as newsletters or newspapers)?

Each household receives monthly postcards, approximately 2,000. Quarterly newsletters are inserted into Northeast newspapers for the Holland neighborhood distribution area -- also approximately 2,000 households.

E. Approximately how many people participate in other activities of the organization?  
30 – 50

4. *Financial Reports*

Please provide an income and expense report for your organization for the year. (Please include all funding sources).

**In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.**

1. *Impact*

What interactions occupied a major part of your time? What worked well, what could be improved?

HNIA primarily interacted with the NCR, the Development Finance Division, and CPED to manage NRP/CPP contracts or seek consultation about outreach activities. HNIA also interacted with the office of Council Member Kevin Reich about community events and City decisions impacting the neighborhood.

The City staff was very helpful in assisting HNIA by attending meetings at our request, looking up information, answering questions about our contracts, and providing organizational assistance when requested.

2. *City Communications – effectiveness*

Is the information that you receive from the City understandable and useful?

The information that we receive from the NCR, CPED, DFD, Public Works, and other City departments is clear and understandable.

3. *City Communications – timeliness*

Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

HNIA has been informed in a timely manner about City activities.

4. *City Departments*

How can City departments improve the way in which they function in your neighborhood?

HNIA has found City departments to be effective and responsive to requests for service or information. See question #5 for suggested improvements.

5. *City Assistance*

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a citizen participation group?

The NCR could provide further assistance to HNIA by providing more information and explanation of how the NCR and other City departments work together and what services they offer. The NCR could work on creating easier access to NRP and CPP guidelines, and could improve the City website to make links to neighborhood organizations more visible. Also, the NCR could provide board of directors training materials and presentations after neighborhoods hold their annual board elections. This would reduce the time it takes for new board members to become familiar with the NRP, NCR, CPP, NPP, NCEC, and CPED.

6. *Other comments?*