

Community Participation Program 2013 Annual Report

Neighborhood Organization: Lowry Hill East Neighborhood Association (LHENA)

Contact person: William Bornstein, President

Date of Board Approval: October 15, 2013

1. Stakeholder Involvement

Reviewing your CPP activities in 2013, Please provide information about:

- What outreach and engagement activities did you carry out in 2013?

To reach and engage neighbors, LHENA's committees met monthly, as did its Board of Directors. All residents were invited to attend all meetings to discuss issues of importance and to assist the Board in crafting the priorities of the future. The annual meeting was particularly well attended and useful for this purpose.

LHENA also increased its web presence and finalized re-branding, revamping its website and expanding its use of email alerts and e-newsletters to reach neighbors and community members. LHENA also partnered with Councilmember Tuthill in promoting neighborhood priorities and engaging residents.

Specifically, LHENA used the aforementioned means to involve community members in the following events: neighborhood garage sale, neighborhood swap event, ice cream social, annual meeting, holiday party, Wedge newspaper working sessions, NRP home loan program initiatives, frequent development proposal reviews, long-term zoning change planning processes, historic home tour, Terrance Franklin shooting community forum, Wave park revitalization efforts, and other neighborhood initiatives.

- How did you reach out to and involve under-represented communities in 2013?

In Lowry Hill East, "under-represented" communities tend to be renters and residents under the age of 30. LHENA increased its efforts to engage people in these demographics by expanding its web presence and use of social media to promote events and meetings. LHENA also began the process of revising its long term planning to include strategies (1) to target and recruit these types of residents and (2) to work on initiatives that interest these demographics. LHENA members also actively recruited representatives from these communities, which resulted in several new people joining our committees and Board leadership. LHENA members went door to door with event flyers. Finally, LHENA made a concerted effort to record new email addresses of people in this demographic and then target them through e-newsletters and event updates on subjects and initiatives of interest. Through these efforts, LHENA was able to convince many members of these traditionally under-represented communities to make lasting commitments to the organization and neighborhood.

- Did you find any strategies to be particularly successful? Why?

In-person contacts worked well to recruit and retain specific talented individuals. Drawing on existing relationships to involve new members tends to be more effective than impersonal forms of contact, like mass-emails. However, building up a larger email database of names has proven to be somewhat helpful for promoting events and gaining a broader audience.

- What did not work so well? Why?

The organization remains challenged from a visibility standpoint. Accordingly, we were not able to obtain widespread interest from key demographics because they do not know the organization exists. Also, renters tend to live in buildings that are difficult to enter and reach in person, making contact even more difficult. Expanding LHENA's visibility in the neighborhood remains crucial for expanded participation among key demographics.

- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?

Approximately 500.

- How many individuals volunteered in organization activities?

Unknown.

- How many individuals participated in your organization's activities?

Approximately 500.

- How many people receive your print publications?

4,500.

- How many people receive your electronic communications?

200-800, depending on the form (Facebook, Twitter, e-mail blasts, etc.)

2. 2013 Highlights

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

- 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?

(1) Raising Awareness of "Wave" Park.

There is a little known park at the northern tip of Lowry Hill East near the Lyndale "Wave" bike bridge. Largely neglected over the years, this park represents an opportunity for LHENA to build a public space that is a community asset rather than a liability. LHENA held many of its traditional annual events in this part, resulting in a higher awareness among residents of its existence and a renewed interest in improving it and making it into an amenity. Several projects are in the works to: improve maintenance of the park, bring signage to the area, and implement an urban community garden. These projects are proceeding on schedule.

(2) Continuing to Fund Historic Home Loan Restoration and Preservation Projects

Perhaps more than most neighborhoods, Lowry Hill East faces an ongoing issue related to the quality of our historic housing stock. Residents feel strongly about protecting and preserving historic homes, and restoring those that have been neglected over the years. LHENA continued to work with residents and other community entities to promote its loan program, resulting in a significant amount of applications and interest from community residents and property owners. LHENA worked with local architects to approve applications and strengthen resident proposals, resulting in thousands of dollars worth of loans and the groundbreaking of a number of home improvement projects that will preserve and protect the aesthetic quality of the neighborhood for many years to come.

3. 2013 Accomplishments

Please provide information about your other accomplishments in 2013:

- What were your organization's major accomplishments?
- How were individuals in your community directly impacted by your work?

The following events were successfully planned and executed, and resulted in increased neighborhood participation and recruitment of new committee members and Board leaders:

-Annual meeting – raised funds, generated plans regarding long-term neighborhood priorities, recruited new members and officers

--Neighborhood garage sale – raised awareness of LHENA within neighborhood

-Neighborhood swap – for the second year in a row, we created the largest turnout since event was started, resulted in thousands of pounds of waste reduction, built social bonds, resulted in recruitment of new members, and promoted social justice by making household necessities available for free to low-income residents.

-Zoning and Planning Committee recommendations:

-The work of the Z&P committee strengthened the urban design and pedestrian amenities of many proposed apartment projects and new developments, including: MoZaic Phase II, Elan of Uptown, the Bennett Lumber sites, streetcar plans for the greenway, the Walkway project and associated tenant spaces, etc.

-The Zoning and Planning committee has also been progressing nicely on a plan in conjunction with city staff to eliminate inconsistencies in the zoning code overlaying Lowry Hill East. If completed successfully, the project will preserve the historic character of many neighborhood homes while allowing

developers certainty and flexibility to add density along commercial corridors and strengthen the urban nature of the neighborhood's border.

-Historic Home Tour event – expanded events, drew in new members, laid foundation for this to become a popular recurring event and fundraiser.

-Terrance Franklin shooting – held a well-attended community forum with Police Chief Harteau on social justice issues, public safety and police procedures, and neighborhood concerns stemming from the police shooting of Terrance Franklin. This event improved relations between neighbors and police, and allowed police to speak to neighbors about neighborhood social values and concerns.

4. Housing

What percentage of time did your organization spend on housing-related activities?

40 percent.

5. Financial Reports

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

See attached.

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

1. Impact

What interactions with City departments occupied a major part of your time? What worked well? What could be improved?

Strong, useful interactions with Councilmember Tuthill's office and city planning staff.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City?

4. Brian Schaffer with the planning department has been particularly helpful.

2. City Communications – effectiveness

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

Yes.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City?

4.

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.

Yes.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City?

4.

4. ***City Departments***

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

Assist neighborhood organizations with visibility and marketing. Provide opportunities for neighborhood organizations to co-sponsor city initiatives or forums to gain visibility.

5. ***City Assistance***

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

See above.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR?

4.

6. ***Other comments?***