



## Community Participation Program 2012 Annual Report

Neighborhood Organization: Standish Ericsson Neighborhood Association

Contact person: Shirley Yeoman, Neighborhood Coordinator

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### **SENA Mission Statement:**

The Standish-Ericsson Neighborhood Association brings neighbors together to build on the strengths of the Standish and Ericsson neighborhoods – stability, diversity and concern for others.

### **1. Stakeholder Involvement**

Reviewing your CPP activities in 2012, Please provide information about:

- What outreach and engagement activities did you carry out in 2012?
  - The 10<sup>th</sup> Annual Standish, Ericsson & Corcoran Garage Sale
  - 2<sup>nd</sup> Annual “What’s the Big Idea?” contest at annual meeting
  - Holiday Tree Lighting Ceremony – Big Idea winner
  - Continued support for the West of the Rail Business Association
  - Partnered with Lake Hiawatha Park on the Hiawatha Heart Warmer, a family winter festival.
  
- How did you reach out to and involve under-represented communities in 2012?
  - We continued to produce our award-winning newsletter, *SENA News*
  - We completely revised and updated our website, [standish-ericsson.org](http://standish-ericsson.org)
  - We created a Facebook page and Twitter account
  - We established relationships with the building management of three new rental developments in the neighborhood to ensure we are including new residents who are renters
  
- Did you find any strategies to be particularly successful? Why?
  - We believe the *SENA News* continues to be our most effective communication and identity-building tool
  - We are still learning the most effective way to use social media (Facebook & Twitter), but believe they will be helpful in reaching people who rely on those services for acquiring information
  - It has been very helpful to begin to build positive relationships with rental unit management, making contact with these residents much more accessible.
  - We are finding our “What’s the Big Idea?” contest, in conjunction with our annual meeting, to be a fun and productive way to solicit ideas directly from neighborhood residents.
  
- What did not work so well? Why?
  - None

## CPP 2012 Annual Report

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- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?  
Approximately 570
- How many individuals volunteered in organization activities?  
Approximately 60
- How many individuals participated in your organization's activities?  
Approximately 770
- How many people receive your print publications?  
Approximately 4600 *SENA News* is mailed to every address in the neighborhood plus an additional 100 other contacts.
- How many people receive your electronic communications?

We had a list of about 200 names, but we determined the *SENA E-News* had become redundant and we discontinued it. We now focus on Facebook and Twitter. We also take advantage of the e-democracy Standish Ericsson Neighbors forum. This forum is very active in our neighborhoods and is a very effective communication tool.

## 2. 2012 Highlights

Please describe one or two major highlights, please include digital photos:

At our 2012 Annual Meeting we repeated our “What’s the Big Idea?” contest. Residents were invited to bring their proposal for a neighborhood project which they presented to the attendees. Those in attendance chose the winning idea. This has been an effective way to get ideas directly from the neighborhood, along with the volunteers who are willing to make the project a reality.

- What was the issue or opportunity the neighborhood was facing?  
The issue expressed from the resident was a desire for a community building activity surrounding the holiday season.
- Who was impacted? What steps did you take to address the issue or opportunity? What was the outcome?

This year’s winner was an old-fashioned Holiday Tree Lighting Ceremony. Six volunteers worked with SENA staff to pull the event together in just a little over a month. Over 300 people attended and those involved immediately started referring to this as an “annual” event.



### 3. 2012 Accomplishments

Please provide information about your other accomplishments in 2012:

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

One of our major accomplishments for 2012 has been the growth of the West of the Rail Business Association. Although the WRBA received funding from other sources, it is a SENA project and would not be able to continue without direct support from SENA. SENA has committed to this work in response to information from the neighborhood which identified “continued support for neighborhood businesses” as a priority for SENA to address. In 2012 the membership of the WRBA doubled.

The advertising project pictured below was funded by a Minneapolis Great Streets Business District Support Grant, not CPP funds. However, without CPP funds, SENA and the WRBA would not have been able to even apply for those funds.





**4. Housing**

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

20%

**5. Financial Reports**

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

All financial records are open for public inspection upon request.



**In addition to your annual report, please take 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?

- Public works – Streets. Multiple repaving projects. Seems to not be any consideration of restriping options beyond what was there initially.

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  

**2. *City Communications – effectiveness***

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

- NCR office releases “InTouch” weekly email around 4:00 p.m. on Fridays. Seems like it is intentionally buried there.
- City “Planning Applications Report” email from govdelivery – please include ward # for each application so readers don’t have to go through every single address.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City?   3  

**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?

See No. 2

**5. *City Assistance***

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

Outside of funding, I don’t have any idea what you mean by assistance. I can’t rate this.