

Community Participation Program 2013 Annual Report

Neighborhood Organization: McKinley Community

Contact person: Chris Morris

Date of Board Approval: 4/1/14

1. Stakeholder Involvement

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

- What outreach and engagement activities did you carry out in 2013?
In 2013 we held 2 monthly meetings every month, on the first Monday of every month we have a general Community Meeting and on the 4th Monday of every month we held a Crime & Safety Meeting, both are open to all residents. In February we held a winter event called February Fry-Fest, in June we held a plant and seed give-away, in August we held a NNO event here at our office, while fiscally supporting the 5 other NNO events that were held around McKinley, in October we held a neighborhood Rummage Sale and also had our Clean Sweep Day. Also, every Thursday night here at our building is Movie and Game night where anyone is free to come down and watch a movie or play a game and have some snacks.
- How did you reach out to and involve under-represented communities in 2013?
We took our data our electronically engaged residents, those who subscribe to email, Facebook, etc. and also took our data on the higher concentrations of rental properties and focused our door knocking efforts in those areas so we could get the face to face contact with this peer group. We also partnered with several of the corner stores in the area and they allowed us to flyer drop some of our meeting and general information in those locations.
- Did you find any strategies to be particularly successful? Why?
Face to face contact and door knocking were the most successful, and always seem to be. One other nice surprise in 2013 was the beginning of our mini farmers market here at our office in the back parking lot; we met new people that way, both from our neighborhood and the surrounding community.
- What did not work so well? Why?
The old print news is floundering; we are debating going back to a semi-annual direct mail format to all McKinley households instead of using the Camden Community News. However, I am of the mind that if two people react to any form of outreach it is a success.

- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?
In the end including all events, meetings and so on, we probably had direct contact with nearly 1000 residents.
- How many individuals volunteered in organization activities?
Between our trash pick-ups in the summer months, our CSA farming project and numerous other events we probably had a core of about 50 solid volunteers participate throughout the year.
- How many individuals participated in your organization's activities?
Including our winter event, NNO (which we help sponsor on other blocks besides just the block our office is on), our Clean Sweep Day and our neighborhood Rummage Sale and several more events we had over 1000 people participate in various activities.
- How many people receive your print publications?
We put our monthly print news items in the Camden Community News, our regions free monthly newspaper, so it goes out to every household in the McKinley neighborhood.
- How many people receive your electronic communications?
We have about 200 subscribers to our email list and another 200+ "friends" on Facebook. Our website also gets about 100 hits a month.

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?

For four years we have been operating an urban farming venture called the McKinley Community CSA, which has been a success in bringing fresh, locally grown produce directly to the customers who pay for the service. It has always been our plan to find more ways to bring the items that we grow more directly a larger pool of the residents who live in our neighborhood. So in July of 2013 we applied and received from the City the approval and license to operate a mini Farmers Market here at our office in the back parking lot on Saturdays from July through September. At the market we and a rotating pool of six other food and plant producers offered their grown goods to McKinley residents and anyone else who stopped by.

The main issue that we were trying to combat is the availability of fresh, locally grown produce and other direct from the farm goods to residents in our neighborhood and all of North Minneapolis. One other issue was the control of these grown items. Most corner stores can carry the fresh produce, but they usually have such poor sales and lose track of the items that they become undesirable to most people. With the mini market we could solve both issues, in a small way.

The decision impacted the entire community and region. We had customers coming from all over the area buying the goods that were offered, we also were able to tie into the WIC and EBT programs in a cool partnership with our partners at the Broadway Farmers Market.

The outcome was a new location for a weekend open air market where none existed before and centered in an area of a neighborhood with lower than average income levels that offered multiple ways to pay for the items being sold. Our stand alone, one of the five that were present every week, sold items to over 150 customers.

We are planning an even bigger and better year for the market this coming year and working on small ways to increase the number of lower income shoppers who stop by and take advantage of the service we are offering.

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?

Wow, feel like I already covered a lot of it in the preceding sections. Not to repeat myself too much, in addition to the things listed previously, we secured a grant from the McKnight Foundation in the amount of \$70,000 at the end of 2013 to be used in 2014. We broke the 200 "friends" mark on Facebook, we added two new events to our annual events calendar, resident volunteers picked up over 200 lbs. of trash during our 4 trash pick-up nights during the summer months, we now have free fax service at the office to anyone who stops by and needs it, we opened our doors to Northside Arts Collective (NAC) in October and they now have their Board meeting in our building as well as several other classes every month, our CSA membership grew from 55 customers in 2012 to about 70 in 2013.

Our residents were impacted in various ways by the activities, some now have a place to go for faxing services, or a place to get free plants and seeds to use in their back yard garden, or their street is a bit cleaner because of the trash pick-ups and more beautiful because the CSA started a farming lot on their block. Not to mention the 5 residents who got McKinley home repairs loans to do some work on their homes, or now have a safe place to come to and relax and watch a movie on a cold, or hot day.

Our goal is to be a part of peoples lives in whatever way we can, that is not duplicated by some other provider, however large or small.

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).

See separate document.

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?

Too many interactions to list here. I can't think of any specific things that worked extremely well (most things usually do work well) or any that worked poorly.

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?

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 we did.

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?

Most areas of the City departments honestly work pretty well. The only time I think residents' get most frustrated are the response times to 911 calls and sometimes the way that Housing Inspections can get heavy handed with minor violators and ignore the most egregious violators.

5. ***City Assistance***

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group? Continue to be open and be there for us when we need you.

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?***