

## Community Participation Program 2013 Annual Report

Neighborhood Organization: Hale, Page and Diamond Lake Community Association

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Date of Board Approval: January 27<sup>th</sup>, 2014

### **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 addition to our usual community events including Picnic in the Park, Frost Fest, Neighborhood Garage Sale, March Crime meeting, and Earth Day, HPDL worked with NENA and FRNG to bring a mayoral debate to our area. It was well attended with 400+ residents in attendance. This event began as an idea within the HPDL board and was executed by 4 of our board members. The HPDL board also had an interest in bringing organic composting to our neighborhood so several board members took the initiative to look into the program and get the information needed to implement this project. HPDL plans to begin the program in April 2014. The composting project is a collaboration between the City of Minneapolis, HPDL, and Tangletown neighborhood.

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

HPDL was focused on rebuilding our website and improving all communications, rebuilding the neighborhood business association, and hosting a mayoral debate to offer any member of the community a chance to have their questions answered by the mayoral candidates.

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

Teaming with other neighborhoods to increase awareness using social media, yard signs, and posters in local businesses.

- What did not work so well? Why?

We are moving away from town hall style forums because we have found that they don't provide a good opportunity for residents to speak up. We are looking to make all of our events, especially our annual meeting, into more of an engaging and interactive experience.

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

100+

- How many individuals volunteered in organization activities?

400+

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

4,700 people with our events for 2013

- How many people receive your print publications?

3,970 households

- How many people receive your electronic communications?

650 email addresses receive our email communications; 325 likes on Facebook; 81 followers on Twitter.

## **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?

HPDL has been interested in hosting a farmer's market in our neighborhood and we started the conversation in 2012 to see if it was possible. A connection was made with Kingfield Farmer's Market and conversations began on how to develop a market in our neighborhood with their resources and leadership. During the months that followed, another neighborhood became interested in teaming up and co-hosting the market but we ran into location and funding issues. The farmer's market seemed to be a nonstarter.

The HPDL board had been talking with neighbors about the possibility of a farmer's market and the excitement was growing. The opportunities to purchase fresh vegetables in our neighborhoods are few, especially for citizens on foot. It was disappointing to think that we wouldn't be able to make it happen.

However, several of our board members kept the line of conversation open with Kingfield farmer's market board. After some time it was decided to do 3 test markets in the summer of 2014 and we are hopeful to have a full slate of markets in HPDL in the summer of 2015.

### **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 HPDL board members are very engaged and ready to get things done. We have so many large impact projects in the works for 2014 because of the ground work that was done in 2013. The composting project should launch in April 2014, the farmer's market test markets will happen in summer 2014, our new website will roll out in spring 2014 with the hopes that it will reach more residents, and we are looking to team up with other neighborhoods in the area to bring relevant events and opportunities to the neighbors.

We have received very positive feedback about the composting project and we already have 60+ residents who want to participate – even though a formal announcement about the project hasn't even been made yet. The buzz about the farmer's market is great and we look forward to well-attended markets this summer. Both projects will add great visibility to the HPDL organization and we hope that we can boost our volunteer base and get more involvement from residents. In addition, these projects will add another dimension to the HPDL neighborhood that we feel the residents will appreciate.

The Crime and Safety group in HPDL decided to work on some graffiti abatement in our neighborhood. They worked with Mentoring Peace thru Art and art students from Perpich to paint a mural on the side of Aqualand, a business in our neighborhood. The mural is partially completed and will be finished in spring 2014. Other areas are being considered for more murals to deter graffiti in our area.

Finally, as mentioned earlier in this report, the board successfully held a mayoral debate. While many of our annual events, such as Frost Fest and Picnic in the Park, focus on the children and families in our neighborhoods, this debate was another opportunity for adults and seniors to take an active role in the neighborhood and local politics.

**4. *Housing***

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

10% of our time is spent on housing issues. The HPDL board is currently looking at modifying the requirements so the loans can reach more residents.

**5. *Financial Reports***

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

Please 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?

**HPDL board members have interacted with solid waste and recycling, Councilmember John Quincy, and members of the bike transit group.**

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?

**The information is understandable.**

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.

**HPDL board members have mentioned a lack of notice on things like community meetings and time sensitive information like snow emergencies and school closings.**

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?   3  

4. ***City Departments***

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

**We have had problems with the park board lately, especially the planning department. We are interested in doing some improvement projects at Pearl Park and we have a hard time getting any response from the planning department.**

**It would be helpful if neighborhoods got annual updates from city departments on what is going on in our area so we can help communicate that to our residents.**

5. *City Assistance*

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

**It would be nice if the representative for the neighborhood checked in once and a while to see what we have going on. In the past, we haven't had a strong relationship with our rep or the NCR department.**

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?*

**We look forward to 2014 and building an even better relationship with the city and the NCR department.**