



2017 Neighborhood Programs Annual Report

Introduction

The City of Minneapolis, through the Neighborhood and Community Relations Department (NCR), provides funding and support to 70 neighborhood organizations serving 84 distinct residential neighborhoods. More than seven hundred volunteers served as board members on neighborhood organization boards and mobilized thousands of residents as volunteers in neighborhood sponsored events, projects and initiatives throughout 2017.

In 2017, neighborhoods expended \$7,042,905 through Community Participation Program (CPP) and Neighborhood Revitalization Program (NRP) contracts. Neighborhood organizations use CPP and NRP funds to:

1. Identify and act on neighborhood priorities;
2. Influence City decisions on plans, policies, procedures, programs and services;
3. Increase resident involvement in civic and community life.



*Performers at Nokomis East
Neighborhood Association Monarch
Festival 2017*

Methodology

NCR asked neighborhood organizations to report on their 2017 efforts to reach underrepresented communities, communicate with residents, host neighborhood gatherings and address their neighborhoods' priority issues. This consolidated report includes data from the 69 organizations (out of a possible 70) that submitted their data by the date of this publication.

Behind each of the statistics in this report, there are pages of stories, hundreds of dedicated volunteers and dozens of staff—each working to reach out to neighbors, address community needs and improve our city. This report summarizes their work and accomplishments.

Volunteers

Neighborhood organizations carry out most of their work through the hundreds of volunteers who serve on boards of directors and neighborhood committees. These volunteers organize community events and activities, meet with City and other government officials to solve community problems, serve on block patrols, organize community cleanups, support youth programs, run voter turnout campaigns and many other activities.



Litter Outta Lyndale cleanup 2017

In 2017, neighborhoods reported a nearly 40% increase in volunteer time donated. Although part of this increase resulted from a leap in the number of neighborhoods reporting their volunteer hours, it also reflected an increase in the median number of volunteers per neighborhood. The total value of the over 100,000 volunteer hours that neighborhoods received in 2017 is around \$2.8 million, according to the Independent Sector’s¹ estimated hourly value of volunteer time in Minnesota.

	2016	2017
Neighborhoods reporting volunteer service	57	69
Volunteer hours reported	77,075	102,433
Estimated hourly value of volunteer time	\$26.40	\$27.58
Estimated total value of volunteer time	\$2,034,780	\$2,825,102

Neighborhood Highlight: Lyndale

Lyndale Neighborhood Association (LNA) organizes neighborhood cleanups twice a year called Litter Outta Lyndale, offers free English as a second language classes and a Spanish-English cross-language conversation club.



LNA English Class

¹ “The Value of Volunteer Time / State and Historical Data,” April 2018, independentsector.org

Neighborhood Meetings

Neighborhood organizations meet to discuss neighborhood issues like housing development, safety, construction and community gardens. In 2017, of the city's 70 neighborhood organizations:

- **97%** held regular committee meetings or discussion groups that were open to all.
- **93%** held at least one general membership or community meeting (in addition to their required annual meeting) to gather input from residents about a neighborhood-specific initiative.
- **81%** hosted at least one general membership or committee meeting in response to a City request for input, such as a development proposal, transit planning or Public Works project.
- **52%** conducted one or more focus groups with residents.

Neighborhood Highlight: Whittier

In the early morning of August 30, 2017, a fire in an apartment building in the Whittier neighborhood caused the loss of 10 neighborhood residents' homes and possessions. By that afternoon, the Whittier Alliance and local businesses Nightingale Restaurant, Fox Den Hair Salon and Learning in Style, sprang into action, collecting donations and coordinating resources for the displaced residents.

As place-based organizations, neighborhood organizations play a valuable role in bringing residents together on a hyper-local level to support their neighbors and address issues that arise in the community both large and small.



Prospect Park neighborhood meeting on the Minneapolis 2040 Comprehensive Plan



Donations at Whittier office for neighbors displaced by the fire

Outreach

Neighborhood organizations across the city use an array of strategies to involve underrepresented groups, including renters and non-English speaking residents. Neighborhood volunteers are ambassadors to Minneapolis.

- **62%** worked on an issue of interest to an underrepresented group within the neighborhood.
- **41%** provided notices of annual and special meetings in multiple languages.
- **23%** provided newsletter articles or web pages in multiple languages.
- **58%** targeted apartment buildings to reach renters.
- **69%** tabled at events or locations such as farmers markets and cultural events.
- **43%** held focus groups or public meetings inclusive of underrepresented communities.
- **78%** reviewed participation activities, and identified new leaders and volunteers for programs, committees and boards.
- **38%** held pop up events.
- **75%** developed partnerships with cultural, religious, professional or business associations to expand outreach into underrepresented communities.

Neighborhood Highlight: Hawthorne

Hawthorne Neighborhood Council worked together with NCR and the Lao Assistance Center in 2017 to re-launch the Southeast Asian Soccer-Engagement Program.



Players from Southeast Asian Soccer Engagement Program

This program helped establish a strong partnership between north Minneapolis neighborhood organizations and the Southeast Asian community of Cambodia, Hmong, Lao, Vietnamese and Karen residents and provided a networking opportunity with neighborhood organizations and City departments.

Newsletters and Social Media

Neighborhoods make the effort to reach residents through the many platforms available online and in print.

- **46** neighborhoods print a paper newsletter.
- **50,745** residents have signed up for neighborhood email updates.
- **66,061** residents subscribe to neighborhood social media sites.

Many organizations are increasing their use of multiple social media platforms to reach wider audience. Some have even used live streaming to make their events and board meetings more widely visible.

Door Knocking and Direct Communications

Neighborhood organizations are uniquely positioned to engage residents in person. Door knocking and distributing flyers have been two successful strategies.

Door Knocking

- **52%** canvassed some of their neighborhood.
- **29%** canvassed all or most of their neighborhood.
- **39%** canvassed about more than one issue.
- **20%** canvassed regularly.
- **29%** of canvassing was conducted primarily by neighborhood staff members.
- **36%** of canvassing was conducted primarily by volunteers.
- **38%** canvassed primarily to increase membership and participation.
- **41%** canvassed primarily to gather input or inform residents about a City or neighborhood issue.

Flyer Distribution

- **61%** left flyers at some residences in their neighborhood.
- **55%** left flyers at most or all residences in their neighborhood.
- **67%** distributed flyers primarily to inform and increase participation.
- **59%** distributed flyers primarily to request input or inform residents about a City or neighborhood issue.



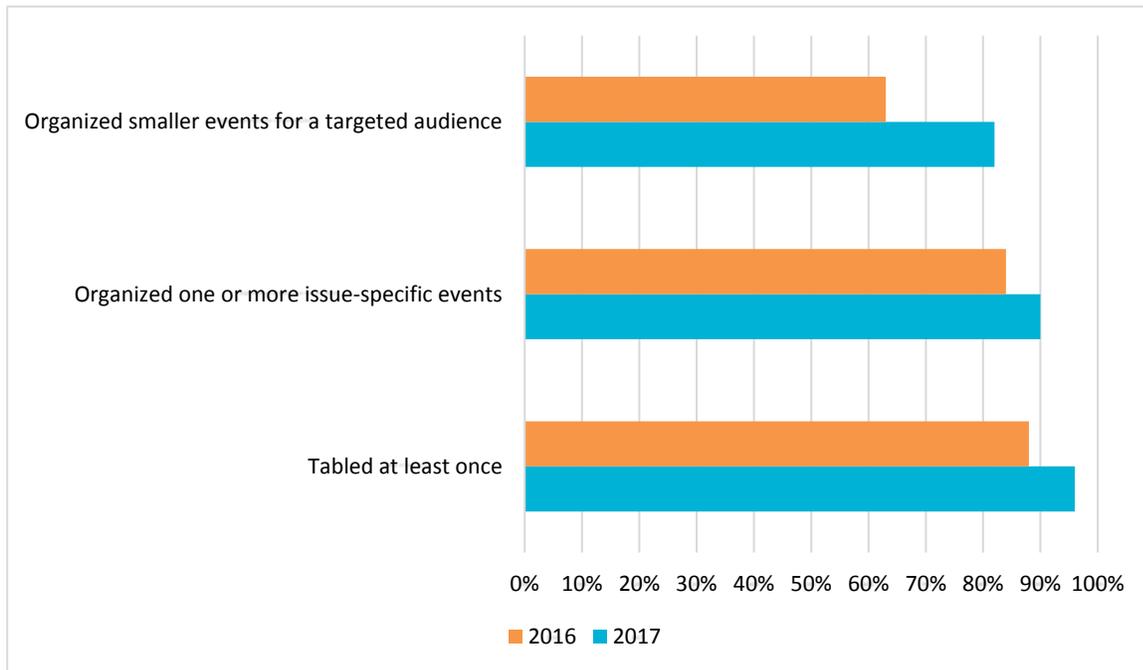
*East Isles Residents Association (EIRA)
talking with residents at 2017 Ice
Cream Social*

Neighborhood activities involved **92,921** Minneapolis residents—nearly a quarter of the city’s total population. Like most other organizations, neighborhood organizations are working to increase their reach through electronic communication while recognizing the value of in-person contact.

Events

Neighborhood organizations use their volunteer resources to create events that bring neighbors together and create a sense of community. In every single measure, neighborhood organizations increased their in-person contact with residents in 2017.

Neighborhood Participation in Community Events



Home Improvement Financing

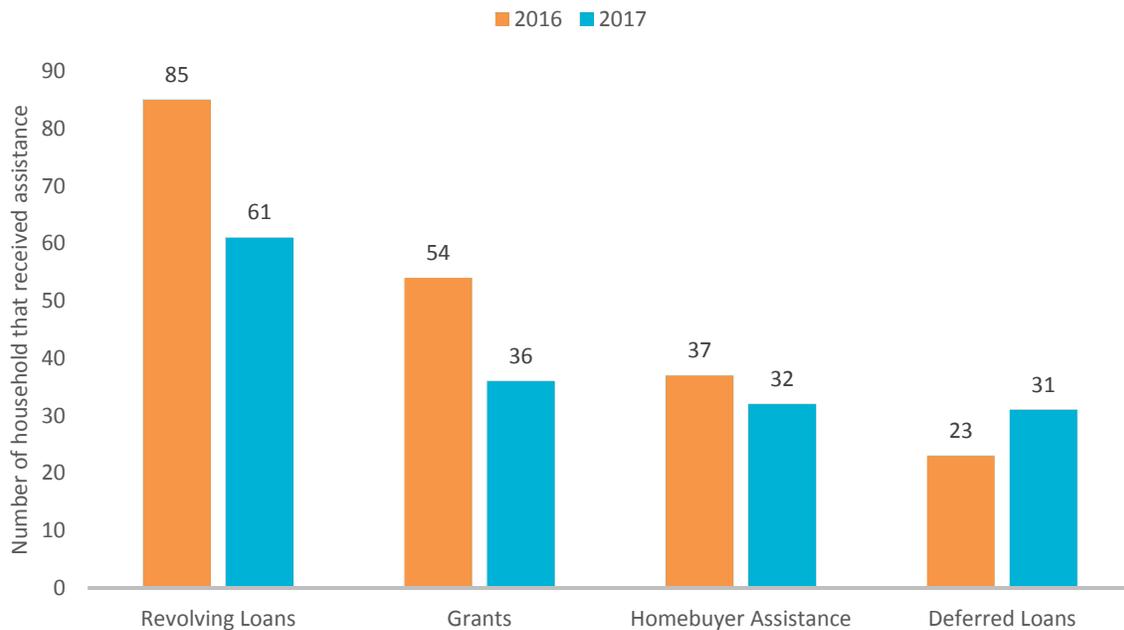
Neighborhood Revitalization Program (NRP) loans continue to produce a positive impact for residents of Minneapolis. In 2017, neighborhood organization improvement programs provided **160** loans and grants to help homeowners fix-up their homes. These programs included fix-and-paint programs, emergency assistance, mortgage assistance for new homeowners and other forms of assistance such as façade improvements, energy efficiency improvements and down payment assistance.

State of Minnesota NRP Law requires that at least 52.5% of NRP funds be spent on housing and housing related activities, a benchmark that neighborhoods are on track to meet. Of the \$302 million originally allocated through NRP, not including program income, neighborhoods have used over **\$164 million** (54.23%) for housing and housing related activities.



The Northside Housing Fair is a program of Cleveland Neighborhood Association

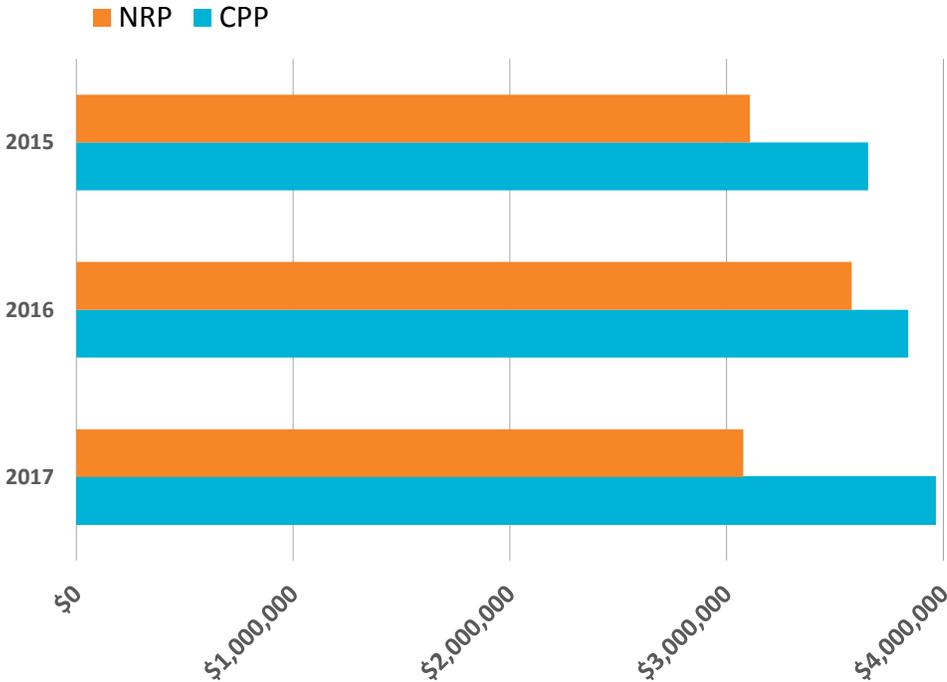
NRP Housing Programs



Revenue and Expenditures

A variety of factors affect neighborhood organizations' expenditure of funds. CPP expenditures were relatively constant from 2015 to 2017. 2016 NRP expenditures, however, were influenced by the City Council's adoption of the Policy on Expenditure of NRP Funds, which encouraged neighborhood organizations to conduct robust community engagement and use remaining funds based on the needs of their changing communities. The City Council's 2017 release of formerly frozen NRP funds also resulted in increased expenditures, although the effect was not observable until the end of 2017 and early 2018.

Citywide Neighborhood Expenditures by Year



Conclusion

Minneapolis neighborhoods continue to strive to create a sense of place. 2017 saw an increase in neighborhood organizations' targeted outreach to renters, tabling at events, increased notices in multiple languages, and efforts to bring in new leadership and broaden resident participation.

In recent years, the focus has shifted from projects to community engagement. There is a growing understanding among neighborhoods that not all groups in Minneapolis have been equally well-served and that neighborhoods need new ways of doing business.

The issues within neighborhoods are multi-faceted, and neighborhood organizations are adapting to the needs of their residents. The City of Minneapolis is currently drafting recommendations for neighborhood programming after 2020 to help neighborhoods meet these needs.