



2019 Annual Report Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Folwell Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:

Danielle Tietjen

Organization Address:

P.O. Box 11326

Organization Address 2:

Organization ZIP:

55411

Organization Email Address:

danielle@folwell.org

Organization Phone Number:

612-643-1686

3. Organization Website and Social Media

Website

<https://folwell.org/>

Facebook

<https://www.facebook.com/groups/folwellminneapolis/>

Twitter

none

Other

none

4. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. **Note:** Meeting minutes may be requested by NCR

Date

03/02/2020

2019 Community Participation Program Annual Report

Additional Organization Information

NOTE: The information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.

Indicate the **POSITION TITLE** and **AVERAGE HOURS PER WEEK** of each **PAID EMPLOYEE OR CONTRACT STAFF** (excluding professional services such as accounting, legal, etc.)

	5. POSITION TITLE	6. AVE. HRS./WK.
Position #1	Communications and Outreach Associate	28
Position #2	Project Manager	25
Position #3	Neighborhood Connector	15
Position #4	Neighborhood Connector	10
Position #5	Neighborhood Event Organizer	4

7. **IF NEEDED, PROVIDE ADDITIONAL INFO HERE:**

Note if any positions are seasonal, temporary, etc.

FNA has hired all part time contractors with no employee's. Contractors are under year long agreements, with the connectors being in high seasons and low seasons of operation. There is no current plan to change this structure and hire an employee, but the

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Stakeholder Involvement – Basic Outreach and Engagement

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2019?

8. **MEETINGS** (Check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders
- Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative
- 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
- Conducted one or more focus groups

9. **DOOR-TO-DOOR** (Check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- Conducted primarily by volunteers
- Carried out primarily to increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

10. Approximately **HOW MANY HOUSEHOLDS DID YOU REACH** through door-knocking in 2019?

1143

Please provide a whole number only

11. **Flyering** - Dropping literature at doors (Check all that apply)



At least once reaching a portion of neighborhood



At least once reaching most or all of the neighborhood



Carried out primarily to inform and increase membership and participation



Carried out primarily to gather input or inform on a specific city or neighborhood issue

12. Approximately **HOW MANY HOUSEHOLDS DID YOU REACH** through flyering in 2019?

1143

Please provide a whole number only

13. **EVENTS** (Check all that apply)



Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization



Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc.)



Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

14. **COMMUNICATION** (Fill in all that apply)

Print a paper newsletter
(If so, at what frequency?)

once a month during spring/summer

Number of subscribers to
your email list

347

Number of followers on
Facebook and Twitter Combined

783

OTHER (Check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey)
- Conducted another form of survey (e.g., intercept survey)
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented

Other activities (please describe here):

Partnered with Folwell Park to address activities and violence in the park, worked with local businesses on multiple block parties, partnered with Redeemer Center For Life to increase visibility in a tough part of our neighborhood, worked with Northside Neighborhood Council to increase our policy change impact, partnered with Camden Lions to reduce costs at community gardens to increase accessibility for the community, worked with Northside Fresh and Growing North and Step Up to tend gardens providing food access to the neighborhood, worked with Juxta to host events in the neighborhood, worked with EJCC to host dinners and canvass the neighborhood with an environmental impact study.

15. Please provide an **ESTIMATE OF THE VOLUNTEER HOURS PROVIDED** to your organization in 2019.

Please provide a whole number only

16. **HOW DID YOUR ORGANIZATION REACH OUT TO UNDER-REPRESENTED GROUPS IN YOUR NEIGHBORHOOD?** (Check all that apply)

- Worked on an issue of particular interest to an under-represented group within the neighborhood
- Provided notices of annual and special meetings in multiple languages
- Provided newsletter articles or web pages in multiple languages
- Targeted outreach in apartment buildings or blocks to reach renters
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)

- Held focus groups or open meeting formats for under-represented communities
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- Included an Americans with Disabilities Act statement on meeting and event notices
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

Other activities (please describe here):

Much of our dedicated time outside of hosting local events on the block to draw folks and meet them, is door knock in an effort to share info and build relationships. A major cultural shift must happen, and tons of time building relationships must happen before under represented, historically oppressed or neglected communities will feel comfortable giving an institution a pass. Believing in the members of the community without expecting anything takes time. With high turnover of the board and rebuilding a structure that works for all residents, we are focused now on creating pathway's and access that feel whole and inclusive. The community gardens hosted a ton of events at their locations to meet folks as well as the intentional block parties, Neighborhood Night, resource fair and NNO events.

17. What more would you like to tell NCR or the community **ABOUT YOUR STAKEHOLDER INVOLVEMENT?** What are you doing that is **NEW OR PARTICULARLY SUCCESSFUL TO REACH RESIDENTS** and others?

FNA is shifting the structure of our organizing to be led by community and supported by staff. Far too often, it is the ED who directs and leads the work. This is unsustainable and incomplete in the way community can have agency and power. We are learning and building a new structure that hasn't been done before. It requires time to discover the flow and impact of this structure shift. Beyond outreach and engagement events, the community is doing foundational work of decentralizing whiteness which is critical and time consuming. Through events, door knocking, neighbor walks, time at the park, and social media, stakeholders are intentionally building a grassroots movement of community power. FNA does not ascribe to being the solution for residents, but rather a tool, they can access and leverage to build for their neighborhood. With this foundational shift, there is great pride in our neighborhood that we are excited to build from and work with.

2019 Community Participation Program Annual Report 2019 Highlights

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

- 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?

18. MAJOR HIGHLIGHT #1

Relationships are a key foundation in the work of FNA. Here a few highlights:

1. Folwell experienced a deadly Police Shooting, Fatal Car Crash, and mass shooting in 2019. In all three instances, our connector team was able to connect through support, 1x1's, organizing funding to offset unexpected trauma expenses, hosting a "next day on the block dinner/healing engagement" gathering and neighborhood check in. We also were able to provide long term translation support with the Mexican Widow whose husband was killed in a police car chase.
2. FNA intentionally hosted 4 block parties in partnership with our local businesses to begin the work of building stronger relationships with the Businesses in our Neighborhood. Business serve as part of the fabric of our community, and these relationships are critical to overall health and success of the people who live and work here.
3. The FNA connector program is an intentional relationship building tool that decentralizes whiteness and European structures. Many marginalized and disenfranchised communities have good reason not to trust non profit boards and institualized systems. In order to build a strong community, all voices, perspectives, and people must be included. To build together, relationships with trust must be built, and Folwell is committed to bringing information and access to all residents. Many in the Folwell community now have a deep pride in their neighborhood which increases their commitment and involvement in the work.
4. FNA is proud to say that five out of six contractors are Folwell residents. This reflects the deep commitment FNA has of building relationships and getting buy in from residents who believe in building up their community.
5. FNA also built relationships with partners in the neighborhood, Northside and citywide. We continue to work closely with Folwell Park to build a stronger unified experience to residents, we have worked with Defend Glendale and Keep Public Housing Public Coalition to meet residents and begin to build a Scatter Site Council with our Public Housing Residents, and our involvement with the Northside Neighborhood Council allows to build a stronger coalition for the health and strength of the whole Northside.

19. **MAJOR HIGHLIGHT #2**

Hosting events is a tool for engaging all residents outside of meetings and FNA hosted great events this past here. Here are a few highlights:

1. Five Block parties: These block parties were hosted in relationships with our local businesses to provide food, resources and engagement to the four different quadrants of our neighborhood. More than 120 residents came out to the Block parties, many of them having no previous knowledge of the FNA.
2. Harvest Festival: Located at our toughest corner in the neighborhood, FNA hosts our annual Harvest Party at the Penn Ave Garden. Free pumpkins are given away, a potluck is served, bonfire, photo booth, lawn games, and music bring life and community to the area. Each year, more and more folks attend from the apartments and homes around that corner.
3. Let the Waterspeak with NPR was a neighborhood highlight drawing a crowd of 35 neighbors who got the chance to tell their stories on MPR around their history with water.
4. Record number NNO block parties. FNA does not host an organization NNO event encouraging residents to host their own to further the mission of building connected blocks. FNA staff and board members go around and visit each party meeting residents and building relationships.
5. Resource Fair/Ice Cream Social continues to grow each year. This year a massive thunderstorm took the event inside which created a high energy event. We included food for sale, a full performance schedule, snow cones, ice cream, fire truck exploration, a bubble master, and craft projects. More than 78 businesses/organizations committed to being a vendor.
6. Falloween was launched this year in our effort to work with Folwell park in encouraging kids and families to stay in the neighborhood to Trick or Treat. The park hosted Trunk or Treat, The Story Garden hosted a bonfire, and the 34th Penn Garden hosted a scary movie and corn roast. Residents pre registered to hand out candy to be included on the Treat trail map which was handed out at each location. Everyone involved said it was a highlight of the year and they had more trick or treaters than previous years.
7. Monthly movie nights at the Story Garden is an activity that draws the families who live close to the Garden to gather, spend time with one another and create a memorable experience for kids.
8. Juxtaposition Tactical Team Movie Night at Fremont brought out dozens of new residents and provided a unique experience never before hosted in that part of our neighborhood.

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20. Please send us a copy of your **OVERALL ORGANIZATIONAL BUDGET** for your current fiscal year (including City and other restricted or non-restricted funds) to ncr@minneapolismn.gov with the Subject Line: *2019 CPP Annual Report Budget*.

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21. Please Send your **CURRENT BOARD LIST with NAMES and CONTACT INFORMATION** (Name, Street Address, Email, Phone) to ncr@minneapolismn.gov with the Subject Line:

2019 CPP Annual Report Board List. (This information will not be made public by NCR or shared with others - it is for internal use only.)

22. We'd love to share your highlights with others.

If possible, send digital photos, videos, illustrations to ncr@minneapolismn.gov with the Subject Line: *2019 CPP Annual Report Images*. If you have a large digital file, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.

THANK YOU!