



2019 Annual Report Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Longfellow Community Council

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Melanie Majors
Organization Address:	2727 26th Ave S.
Organization Address 2:	
Organization ZIP:	55406
Organization Email Address:	info@longfellow.org
Organization Phone Number:	612-722-4529
3. Organization Website and Social Media	
Website	longfellow.org
Facebook	Facebook.com/LongfellowCommunityCouncil
Twitter	Twitter.com/LongfellowCC

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

Other

03/19/2020



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 <u>NEIGHBORHOOD PROGRAMS REPORT</u> and not be published as part of each neighborhood's Annual Report.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	Executive Director	40
Position #2	Program Manager	40
Position #3	Communications and Events Manager	40
Position #4		
Position #5		

7. IF NEEDED, PROVIDE ADDITIONAL INFO HERE:

Note if any positions are seasonal, temporary, etc.



2019 Community Participation Program Annual Report *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)

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 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

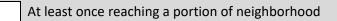
Carried out primarily to gather input or inform on a specific city or neighborhood issue

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

61

Please provide a whole number only

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



- 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?

12000

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?) Number of subscribers to 1300 your email list Number of followers on 3875 Facebook and Twitter Combined

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):
Placed lawn signs in high traffic areas to invite residents to our October General Membership meeting.
 15. Please provide an ESTIMATE OF THE VOLUNTEER HOURS PROVIDED to your organization in 2019. 850 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
1	Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings
Othe	activities (please describe here):
	The LCC Board of Directors updated the organizations Strategic Plan in order to ensure engaging underrepresented groups is a priority while working towards achieving all outlined goals. LCC's informational materials were also translated into both Spanish and Somali.
IN	nat more would you like to tell NCR or the community ABOUT YOUR STAKEHOLDER /OLVEMENT? What are you doing that is NEW OR PARTICULARLY SUCCESSFUL TO ACH RESIDENTS and others?
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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

Partnered with the Community Healing Hub at Minnehaha Communion Lutheran Church to hold a community celebration for the Greater Longfellow Neighborhood and the organizations working to keep it resilient and sustainable while representing areas of the neighborhood that are underutilized. The event featured free pie, music, an apron fashion show, a pie baking competition, and many local non-profit organizations.

19. MAJOR HIGHLIGHT #2

In late 2019, LCC began working to establish an informal volunteer shoveling network to assist seniors and people with disabilities in Greater Longfellow. The network was created in response to the large number of calls received each winter requesting snow removal assistance, the City's increased enforcement of shoveling requirements and the lack of existing resources to assist residents who are unable to shovel themselves.

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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 <u>ncr@minneapolismn.gov</u> 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 <u>ncr@minneapolismn.gov</u> 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 <u>ncr@minneapolismn.gov</u> 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!