



## 2019 Annual Report Community Participation Program

#### 1. NEIGHBORHOOD ORGANIZATION

#### **McKinley Community**

#### 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Markella Smith
Organization Address:	3300 Lyndale Ave N
Organization Address 2:	
Organization ZIP:	55411
Organization Email Address:	mckinleycommunitympls@gmail.com
Organization Phone Number:	612-524-9623
3. Organization Website and Social Media	
Website	www.mckinleycommunity.org
Facebook	www.facebook.com/mckinleycommunity
Twitter	@McKinleyMplsMN
Other	www.instagram.com/mckinley.community

#### 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

03/13/2020



## **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 and not be published as part of each neighborhood's Annual Report.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	20
Position #2	Garden/Building Manager	15
Position #3		
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)

$\checkmark$	

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
  - 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

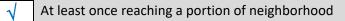
On a routine basis

- 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?

**850** Please provide a whole number only

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



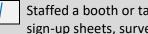
- At least once reaching most or all of the neighborhood
- Carried out primarily to inform and increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

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

850

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?)	No
Number of subscribers to your email list	110
Number of followers on Facebook and Twitter Combined	172

<ul> <li>Conducted at least one community-wide survey (such as a random sample or all-household survey)</li> <li>Conducted another form of survey (e.g., intercept survey)</li> <li>Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented</li> </ul> Other activities (please describe here):
Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented
expand outreach into under-represented
Other activities (please describe here):
<ul> <li>15. Please provide an ESTIMATE OF THE VOLUNTEER HOURS PROVIDED to your organization in 2019.</li> <li>250 Please provide a whole number only</li> </ul>
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.)

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	et with other agencies in the community that work closely with under-represented instituencies in the neighborhood
In	cluded an Americans with Disabilities Act statement on meeting and event notices
	eviewed participation activities, and identified new leaders and volunteers for volunte mmittee and board participation
	eld one-time/pop up events in areas of the neighborhood that don't often have eighborhood meetings
er act	ivities (please describe here):
	nore would you like to tell NCR or the community <b>ABOUT YOUR STAKEHOLDE</b>
VOL	VEMENT? What are you doing that is NEW OR PARTICULARLY SUCCESSFUL TO
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IVOL EACH Stal pre	VEMENT? What are you doing that is NEW OR PARTICULARLY SUCCESSFUL TO
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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

One issue that McKinley Community was facing was a really low Engagement and Outreach base! McKinley Community had been relatively dormant during the last couple of years and as an organization we are proud to see our outreach/communications #'s grow! Our community as a whole was impacted. We did a lot of doorknocking and online engagement to see these numbers grow. The outcome is below:

Email List = 27 -> 110 FB Page = 38 -> 157 FB Group = 297 -> 309 Instagram = 0 -> 203 NextDoor = 392 McKinley Households now on NextDoor

#### 19. MAJOR HIGHLIGHT #2

Before 2019, McKinley community had been pretty stagnant in the community and did not have much of a presence. With door-knocking and setting up tables and tents throughout the neighborhood, we were able to really reach our community. We had 2 memorable events that were game-changers for us. The results are below.

Annual Meeting - June 2019

\* 9 Board Members Elected

\* Great Community Turn Out - 20+ residents in attendance, not including those running for the Board.

National Night Out - August 2019

\* Great Turn Out - 40+ residents in attendance

\* Great Community Participation (FMBC, City View, Drill Team)

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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.)

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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!**