



2019 Annual Report Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Seward Neighborhood Group

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:

Seward Neighborhood Group

Organization Address:

2323 E FRANKLIN AVE

Organization Address 2:

Organization ZIP:

55406-1024

Organization Email Address:

kerry@sng.org

Organization Phone Number:

612-338-6205

3. Organization Website and Social Media

Website

www.sng.org www.sewardarts.org

Facebook

<https://www.facebook.com/SewardNeighborhood/>

Twitter

<https://twitter.com/sewardtweets>

Other

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

03/25/2020

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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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	Executive Director	14
Position #2	Community Facilitator	40
Position #3	Community Organizer	25
Position #4	Administrative Assistant	20
Position #5		

7. IF NEEDED, PROVIDE ADDITIONAL INFO HERE:

Note if any positions are seasonal, temporary, etc.

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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?

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?

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?) **Mail to entire neighborhood 3 times a year to 4200 households**

Number of subscribers to your email list **1684**

Number of followers on Facebook and Twitter Combined **3579**

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):

Tabled at Open Streets, ran an organizing campaign in a local apartment building.

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

5200

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):

Organized a clean up that was based outside one of our low-income towers, held a neighborhood wide clean up in one of the Seward Towers, reached out to tenants in other rental buildings north of Franklin.

In the spring of 2019 we worked with Rawdah Cultural Center and the Sierra Club to train East African youth in community organizing. The role of SNG was to create the connection between Rawdah and the Sierra Club and facilitate the logistics of two training sessions. The group of youth then worked with Rawdah and Seward Neighborhood Group to serve food at our neighborhood Iftar. Our Iftar was a beautiful intercultural event with over 200 participants sharing their culture and a meal together. The youth generously volunteered to do all the clean-up after the event, allowing families and neighbors the ability to relax at tables while connecting with their diverse tablemates.

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?

SNG works hard to promote committee and board membership to new and diverse audiences in increasingly inclusive ways. In 2019, we had a very motivated group of board members on our nominations committee. This group created flyers in multiple languages, posted our board vacancies on multiple electronic platforms, and reached out to contacts with numerous constituencies in the community. Due to time and energy that was committed to recruit a more diverse slate for our annual elections, we currently have our most diverse and representative board in recent history. Our board includes youth, the East African population, Latinos, renters, small business owners and homeowners. We are very proud of this work and continue to work to fill ongoing spaces with individuals who represent the diversity of our neighborhood.

We are also very excited about our updated Strategic Plan. Our highly-engaged board created a framework to help focus all of the work of SNG around mission-centered activities. The following is part of the introduction to our new strategic plan: "The goal of SNG is to make our neighborhood the best it can be. We do this by building relationships within our community and by guiding the development of our physical environment to make it more accessible and sustainable for all. SNG develops and uses many strategies to achieve our goals. In all of the work we do, we strive to engage with all community members fairly and equitably, and in ways that are both economically and environmentally sustainable."

Seward Neighborhood Group, Minneapolis Parks and Recreation Board and "Like a Girl" co-hosted the final viewing party of the Women's World Cup at Matthews Park. Over a hundred individuals including adults and children attended this community event. This was a free family friendly event that promoted girls and women in sports and created an opportunity for families to support equity in sports. Many of the families that attended this event had not been connected with SNG in the past and this created an opportunity to connections in the community.

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 of our low-income high-rise towers, Seward Towers West, is separated from their park by a busy street, 26th Ave. Drivers leave highway 94, take a right and drive fast southbound toward Franklin Ave. Families have needed cross this street without a crosswalk in order to access their park. To this day we have been lucky that there has not been an serious incident but it was clear to anyone who spent time watching the area that was a matter of time before someone was seriously hurt. For many years, SNG has worked with Seward Redesign, the Seward Towers Corporation and Minneapolis Public Works to come up with solutions to make crossing here safer. This difficulty was made worse because in the 2 blocks from the highway 94 frontage road and Franklin Ave there is a S-curve that makes visibility difficult. Over the years, we have erected signs, made 26th Ave. a single lane going south and tried other solutions. This year after many years of research and lobbying the city to help us, Seward Towers Corporation with the support of SNG and Seward Redesign paid to have a new stoplight with a crosswalk on demand button erected. We still need to change the gate to the park when the earth thaws out but we are thrilled that our families in the Seward Towers West have a safe way to reach the park with their children.

19. **MAJOR HIGHLIGHT #2**

Last fall Seward neighbors found themselves frequently grappling with; homelessness, public defecation/urination, heroin use, prostitution, drug dealing, and gun violence, namely around Matthews Park. In response to rising concerns among neighbors, SNG organized a panel discussion on public safety. The goal of this event was to have a conversation with the organizations and public officials who are addressing public safety issues in Seward and across Minneapolis. Our panel members were: Lt. Sean McGinty, Third Precinct inspector, Jason Ohotto, Park Safety and Security Director, Sasha Cotton, Director of Office of Violence Prevention, Jaylani Hussein, Executive Director of CAIR-MN, Chris Knutson, Street Outreach Team Lead at St. Stephen's Human Services. This event was held in Seward Towers West and over 100 neighbors attended. This was a highly diverse crowd from all corners of the neighborhood. We were able to give our residents an opportunity to voice their fears and to hear suggestions for next steps. We continue to use the list from this event to organize neighbors to work together to promote public safety throughout 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!