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Page 2: 2020-21 Community Participation Program Annual Report Organization Information - please confirm

**Q1**

**NEIGHBORHOOD ORGANIZATION**

Longfellow Community Council

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**Q2**

**ORGANIZATIONAL INFORMATION**

Neighborhood Organization Contact:

**Rachel Boeke**

Organization Email Address:

**Rachel@longfellow.org**

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**Q3**

**Organization Website and Social Media**

Website

**longfellow.org**

Facebook

**<https://www.facebook.com/LongfellowCommunityCouncil>**

Twitter

**<https://twitter.com/longfellowcc>**

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**Q4**

Date / Time

**04/19/2022**

**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.

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Page 3: 202-21 Community Participation Program Annual Report Additional Organization Information

**Q5**

Indicate the POSITION TITLE of each PAID EMPLOYEE OR CONTRACT STAFF (excluding professional services such as accounting, legal, etc.)

Position Title #1	<b>Executive Director</b>
Position Title #2	<b>Program Manager</b>
Position Title #3	<b>Communications Manager</b>

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**Q6**

Please indicate below the AVERAGE HOURS PER WEEK of each paid staff (excluding separate professional services such as accounting, legal, etc.)

#1 Hours/Week	<b>40.0</b>
#2 Hours/Week	<b>40.0</b>
#3 Hours/Week	<b>40.0</b>

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**Q7**

**Respondent skipped this question**

IF NEEDED, PROVIDE ADDITIONAL INFO  
BELOW: Note if any positions are seasonal, temporary,  
etc.

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Page 4: 2019 Community Participation Program Annual ReportStakeholder Engagement - Outreach & Engagement

**Q8**

MEETINGS (Check all that apply)

**Held regular committee meetings or discussion groups that are open to all stakeholders**

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**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 projects**

,

**Conducted one or more focus groups**

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**Q9**

**Respondent skipped this question**

DOOR-TO-DOOR (Check all that apply)Door-Knocking  
(with goal of face-to-face engagement)

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**Q10**

Respondent skipped this question

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through door-knocking in 2020-21?(Please provide a cumulative total for both years)

**Q11**

FLYERING - Dropping literature at doors (Check all that apply)

At least once reaching a portion of the neighborhood,  
Carried out primarily to gather input or inform on a specific city or neighborhood issue

**Q12**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through flyering in 2020-21?(Please provide a cumulative total for both years)

125

**Q13**

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.)

**Q14**

COMMUNICATION (Fill in all that apply)

Number of subscribers to your email list

1558

Number of followers on your primary social media channel (facebook, twitter, or other)

5361

**Q15**

OTHER (Check all that apply)

Conducted at least one community-wide survey (such as a random sample or all-household survey)

,

Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

**Q16**

How did your organization adapt to issues surrounding COVID19 and civil unrest? (Check all that apply)

Staff working from home,  
Closed office,  
Online meetings/events,  
Cancelled events/meetings,  
Held events/meetings in person outside with social distancing

**Q17**

How did you connect with your community about important information? (Check all that apply)

Phone,  
Email blast,  
Flyer,  
Social media posts/campaigns,  
Special page on website

**Q18**

What issues affected your community? (Check all that apply)

Community members needing PPE,  
Businesses damaged/destroyed,  
Food insecurity,  
Housing insecurity,  
Encampments,  
Increased crime,  
COVID-19 outbreak in your community

**Q19**

Did your organization create initiatives and projects or share information from/with other organizations that were developed in response to: (Check all that apply)

COVID-19,  
Civil unrest,  
Food insecurity,  
Supporting local businesses

**Q20**

PLEASE SHARE ONE STORY ABOUT A PROJECT OR INITIATIVE YOUR ORGANIZATION CREATED OR SUPPORTED IN RESPONSE TO THE VARIOUS CRISES OF 2020-21:

In response to the damage caused by the civil unrest following the murder of George Floyd, LCC worked with Short Elliott Hendrickson Inc. (SEH®), Community Design Group (CDG) and Biko Associates, to assist the residents and businesses of Greater Longfellow create a rebuild plan for the affected area. This project was led by a steering committee composed of residents, business owners and community organization representatives with a diverse range of backgrounds and skills.

This work was ultimately handed off to a coalition of impacted business and property owners and LCC's time leading this effort concluded with the creation of an Existing Conditions Assessment intended to serve as a foundation for future planning efforts.

## Q21

Please provide an ESTIMATE OF VOLUNTEER HOURS PROVIDED to your organization in 2020-21. (see Volunteer Hour Tracking Guide for suggested ways to calculate this. Please provide a cumulative total for both years)

1500

## Q22

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**

,

**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**

,

**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)::

Translated community surveys to Spanish, Somali and Oromo.

## Q23

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?

Like all neighborhood groups, the ongoing pandemic has required LCC to adjust how we engage and involve stakeholders in our work. The primary way we have done this is by switching to a virtual format for the majority of our meetings and engagement efforts.

Since the beginning of 2020 we have conducted our board, committee and community meetings through Zoom. Overall, we have maintained steady attendance numbers at our virtual events and in some cases increased participation. Additionally, we have hosted or participated in outdoor events, such as Minnehaha Open Streets and Share the River Gorge, whenever possible.

Unfortunately, the shift to virtual engagement has made it difficult to reach historically underserved groups in our community during a time when the pandemic and civil unrest have made supporting community members more important than ever. Although we have had some success gathering input through translated surveys available online and distributed to low-income renters thanks to a partnership with Alliance Housing, we know we have work to do.

The LCC Board of Directors and staff are currently working to develop new strategies for engaging Greater Longfellow, with an emphasis on BIPOC residents and other underserved communities. These strategies will focus on finding new ways of connecting with our constituents and will utilize what we've learned over the past two years to provide multiple ways to participate in LCC's work.

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## Page 5: 2020-21 Community Participation Program Annual Report 2020-21 Highlights

## Q24

### MAJOR HIGHLIGHT

In response to the pandemic and the damage caused by the civil unrest that followed the murder of George Floyd, LCC secured over \$104,000 through a combination of grants and individual giving. These funds were used to create a number of programs to support small businesses and community members:

Comcast Small Business Support Grants - \$20,000 in total grants awarded to BIPOC owned businesses.

Minneapolis Area Realtors (MAR) Small Business Support Grants - \$15,000 in total grants awarded to small businesses.

Food Support Donations - \$25,200 donated to the DuNord Food Pantry.

Residential Security Lighting Program - \$12,000 allocated for grants up to \$200 for the purchase and installation of home security lighting improvements.

Remaining funds are being allocated for new projects.

Additionally, LCC created a committee focused on equitable housing and development. To establish priorities for the committee's work, a survey was conducted online and in person at Minnehaha Open Streets in fall 2021.

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**Q25**

**Respondent skipped this question**

We'd love to share your highlights with others. If possible, upload a digital photo, video, or illustration with the link below, or send any of these files to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov) with the Subject Line: 2020-21 CPP Annual Report Images. If you have a large digital file with multiple images, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.

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