

2017 Community Participation Program Annual Report

This year's CPP Annual Report is designed to streamline the reporting required of neighborhood organizations, cover several NCR reporting needs in one report, and allow NCR to better organize neighborhood organization feedback, highlights, updates and priorities.

Our goal is to provide neighborhood organizations, local public officials and others with timely reports about work being carried out by organizations and offer a comprehensive look at the priorities neighborhoods share throughout the city.

To see how NCR uses the information that neighborhood organizations submit, take a look at our [2016 Neighborhood Programs Annual Report](#) and [2015 Neighborhood Programs Annual Report](#).

Although we prefer that you use Survey Monkey to complete your report, please contact your NCR neighborhood specialist if you would like to submit it in another format.

Report Basics:

- Please report on activities during the 2017 calendar year.
- Please keep your answers brief. For example, a paragraph or two should suffice for questions requiring a narrative response.
- We are looking for quotable highlights of your work
- Pictures that help tell your story are especially appreciated. Please email them to us at ncr@minneapolismn.gov
- For your *2017 HIGHLIGHTS*, please think about examples of work that you want to share with other neighborhood organizations.
- *Questions?* Please contact your Neighborhood Support Specialist at NCR.

**PLEASE COMPLETE AND SUBMIT YOUR 2017 CPP ANNUAL REPORT
BY FRIDAY, MARCH 30, 2017.**

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Organization Information - *please confirm*

1. NEIGHBORHOOD ORGANIZATION

Downtown Minneapolis Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Christie Rock Hantge](#)

Organization Address: [40 S. 7th Street, Suite 212, PMB 172](#)

Organization Address 2:

Organization ZIP: [55402](#)

Organization Email Address: info@thedmna.org

Organization Phone Number: [\(612\) 659-1279](#)

3. Organization Website and Social Media

Website: <https://www.thedmna.org/>

Facebook: <https://www.facebook.com/TheDMNA/>

Twitter:

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 / Time

MM	DD	YYYY
5	21	2018

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Stakeholder Engagement - *Outreach & Engagement*

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2017?

5. **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

6. **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 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

7. Approximately how many households did your organization reach through door-knocking in 2017?

0

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

- ☒ At least once reaching a portion of the 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

9. Approximately how many households did your organization reach through flyering in 2017?

500

10. **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.)

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

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

The DMNA shares information via the Downtown Journal and weekly e-blasts.

Number of subscribers to
your email list

880

Number of followers on
Facebook and Twitter
combined

1,100

12. **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 populations
- ☒ Other activities (please describe here):

The DMNA is in the process of distributing a community engagement survey. The survey will open to the public in June of 2018.

13. Please provide an estimate of volunteer hours provided to your organization in 2017

1,200

14. **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):

15. 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 involve residents and others?

We have been working hard to identify new ways to engage with residents who live in secured buildings. We are in the process of organizing a meeting with representatives from all of the homeowners associations and management companies in the downtown community. We are also hosting meetings at different locations around the downtown community. Our May board

16. Are there any challenges or struggles that your organization has had this year that you'd like to share? (This answer will NOT be published)

The biggest challenge that the DMNA faces is that the majority of our residents live in secure buildings, whether they are owner-occupied condos or apartments. We have to rely on management companies and homeowners associations to help us distribute information to residents. Not

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2017 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?

* 17. **MAJOR HIGHLIGHT #1**

One of the major highlights for the DMNA in 2017 was our public safety forum that we held in March. The event was held at New Century Theatre and attracted over 100 people who live and work downtown. The forum was held in response to the continuing problem of serious street crime in Downtown West near Hennepin and First Avenues. Representatives from the Minneapolis Police Department, the Minneapolis Downtown Council - Downtown Improvement District, SafeZone and YouthLink participated on a panel of presenters. The forum helped building a better connection between the residential and business communities and the Minneapolis Police Department. It opened up new lines of communication, which has helped with the timely distribution of information.

* 18. **MAJOR HIGHLIGHT #2**

The other major highlight for 2017 was the work of our Land Use Committee. The LUC meetings are held once per month and are very well attended. We routinely have upwards of 20-25 people who attend the meetings. The committee reviewed over 30 land use applications and liquor license applications in 2017. The DMNA submitted letters of support to City staff for all of the items it reviewed. The DMNA has facilitated community input for a number of very large development projects in Downtown East, including 205 Park Avenue, the Thrivent Corporate Parking Lot project adjacent to their current headquarters building, the new consolidated City office building, the Dayton YMCA at Gaviidae, the Depot and the Armory. The DMNA also closely monitored the development proposal for 800 Washington Avenue. When the Mortenson project fell through, the LUC strongly advocated to both staff and elected officials that the City include language in the RFP that states that the neighborhood prefers the developer include owner-occupied housing in the plan with affordable units available. The LUC has also been an advocate for developers providing dog parks / pet relief areas on their respective properties, and has worked with the MPRB and the City to ensure that there are pet waste receptacles at The Commons and near the Stone Arch Bridge. The LUC also works tirelessly to advocate for the public realm in all private development proposals. The streetscape is important to the pedestrian experience for everyone who lives or works downtown. The most important accomplishment of this committee took place at the end of the year. In December, the City was considering a Zoning Text Amendment to allow for an expansion of the Downtown Entertainment Billboard District into Downtown East, down Washington Avenue, through The Commons park and around US Bank Stadium. The committee rallied, attended meetings, sent letters to City staff and elected officials and worked with incoming Council Member Steve Fletcher. The committee's efforts ensured that the newly elected City Council did

We'd love to share your highlights with others.

If possible, send digital photos, videos, illustrations or a link to any of these to ncr@minneapolismn.gov with the Subject Line: **2017 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!

