

1. **NEIGHBORHOOD ORGANIZATION**

**Downtown Minneapolis Neighborhood Association**

2. **ORGANIZATIONAL INFORMATION**

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

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

Organization Address 2: [PMB 172](#)

Organization ZIP: [55402](#)

Organization Email Address: [info@thedmna.org](mailto:info@thedmna.org)

Organization Phone Number: [6126591279](tel:6126591279)

3. **ORGANIZATION WEBSITE AND SOCIAL MEDIA**

Website: [www.thedmna.org](http://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.

**03/25/2019**

# Community Participation Program

## WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2018?

5. **MEETINGS** (please 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** (please 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

7. **Approximately how many households did you reach through DOOR-KNOCKING in 2018?**

0

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- 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

9. **Approximately how many households did your organization reach through FLYERING in 2018?**

500

10. **EVENTS** (please 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** (please fill in all that apply)

Print a paper newsletter (If so, at what frequency?)      No - we have a weekly e-blast

Number of subscribers to your email list      900

Number of followers on Facebook and Twitter Combined      1200

12. **OTHER** (please 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):

The DMNA held outreach and engagement meetings in three residential buildings in 2018. We also facilitated a meeting with residential building managers and representatives from HOA Boards of Directors.

13. Please provide an estimate of **VOLUNTEER HOURS** provided to your organization in 2018

1000

14. **How did your organization reach out to under-represented groups in your neighborhood?** (please 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?**

Door-knocking is particularly challenging in the downtown community where most of the residential buildings are secure. Our board members do post flyers about meetings on their own respective buildings community bulletin boards though. We had success with outreach meetings at several residential buildings last year, including The Atrium Apartments and The Towers. We also had a meeting at YouthLink.

# Community Participation Program

## PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- 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

Our first major highlight of the year was completing a community survey. We used SurveyMonkey to develop a Community Engagement Survey that we distributed via our weekly e-blast and posted on our Website and Facebook page. We also had printed copies of the survey available at our monthly board meetings, and shared them at the outreach and engagement meetings that we held at residential buildings, including The Atrium and The Towers. We collected over 260 responses. We have used the information collected from the surveys to set our strategic goals and priorities for 2019. The community identified the top priorities as crime and safety, greening or public realm improvements, affordable housing and addressing the needs of the homeless, and transit and pedestrian issues.

### 18. MAJOR HIGHLIGHT #2

Our second major highlight were the outreach and engagement meetings that we held in residential buildings, including The Atrium and The Towers. We also had a meeting at YouthLink. These were well-attended meetings. We sought input from residents about what they feel the DMNA should be working on, and to find out how we can be an advocate for them at City Hall.

In addition, we facilitated a meeting with residential building managers and representatives from Home Owners Associations Boards of Directors at the Bridgewater. It can be challenging for us to get into secure buildings. We are working to build a better relationship with residential building managers, so that they will share information about our meetings, events and activities through their internal communication systems.

We plan to host outreach and engagement meetings at other locations in downtown again this year. Ideas include the Library, People Serving People and different residential buildings.