

Community Participation Program 2013 Annual Report

Neighborhood Organization: Kenny Neighborhood Association _____

Contact person: Ruth Olson _____

Date of Board Approval: 3/18/2014 _____

1. Stakeholder Involvement

Reviewing your CPP activities in 2013, Please provide information about:

- **What outreach and engagement activities did you carry out in 2013?**
 - Ward 13 Candidate Forum
 - KNA monthly meetings (10 meetings)
 - KNA Annual Meeting (1 meeting)
 - KNA Summerfest
 - 2nd Annual Ice Cream Social
 - Kenny 365 Project
 - Quarterly print newsletter
 - Postcard mailings advertising upcoming events
 - Monthly E-newsletter delivered to 375+ subscribers
 - Periodic updates to KNA website, Facebook page, and Nextdoor Kenny
 - KNA website, Facebook page, Nextdoor Kenny, Kenny 365 and Kenny Summerfest sites all cross-linked to promote increased knowledge and traffic to all activities
 - Annual neighborhood-wide garage sales in May
 - Co-Sponsor of Kenny Park Earth Day Clean-Up
 - Welcome To Kenny Neighborhood Packet distribution to all new residents in the neighborhood

- **How did you reach out to and involve under-represented communities in 2013?**

The most underrepresented population in Kenny Neighborhood continues to be senior citizens. We reach out to seniors through our TRUST (home chore service) Program. This program allows seniors the necessary help to maintain their homes and stay in the neighborhood. We made a renewed effort this year to revitalize this program and make sure that all seniors are aware of the service. We have also created a new sheet for our Welcome Packet outlining other services available to them in the area which will allow them to stay in their homes.

- **Did you find any strategies to be particularly successful? Why?**

We continue to find the newsletter to be our most successful tool because it is delivered to each and every residence in the neighborhood. Our social media presence has increased and we are focusing on getting information out on all platforms in order to reach the most people.

- **What did not work so well? Why?**
 We have not gotten feedback that any outreach or activity of the neighborhood association has not worked well. Some events are more popular than others (Summerfest vs. Earth Day Clean-Up), but we value the fact that they might reach different sub-sets of residents.
- **How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?**
 We reached approximately 200 people through our monthly meetings, the Annual Meeting and through phone and/or e-mail contact.
- **How many individuals volunteered in organization activities?**
 Approximately 125 individuals volunteered in organizational activities.
- **How many individuals participated in your organization's activities?**
 Approximately 2,500 individuals participated in activities- primarily at the Summerfest, the Ice Cream Social, the Annual Meeting and the garage sales. Although we know how many individuals hosted garage sales, it is difficult to gauge how many attended the sales.
- **How many people receive your print publications?**
 Including other community organizations, approximately 1,800 people receive our print publications.
- **How many people receive your electronic communications?**
 Approximately 1,000 people receive our electronic communications through our E-newsletter, Facebook and Nextdoor.

2. 2013 Highlights

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

- **What was the issue or opportunity the neighborhood was facing?**
Neighborhood Boundary Signs were too small, faded and out of date. There was not a sense of belonging due to unclear boundaries between Kenny and Armatage to the west.
- **Who was impacted?**
All Kenny residents.
- **What steps did you take to address the issue or opportunity?**
KNA designed a new boundary sign to reflect the new neighborhood logo and identity brand. We worked with Minneapolis Traffic Services to identify appropriate placement of signs that were acceptable to the neighborhood and in keeping with the City's desire to decrease excess signage in the city. A Neighborhood Priority Plan was presented and approved by neighborhood residents to fund the production and installation of the new signs.
- **What was the outcome?**
Twelve new boundary signs were installed in Fall 2013.



3. **2013 Accomplishments**

Please provide information about your other accomplishments in 2012:

- **What were your organization's major accomplishments?**
 - KNA worked with all six other neighborhood associations in Ward 13 and co-sponsored a Candidate Forum prior to the November election.
 - KNA worked with Lynnhurst, Tangletown and Windom neighborhoods to continue the pursuit of installation of streetscape elements at 54th & Lyndale Ave S. The four neighborhoods have committed to contributing a significant portion of the initial capital cost of installing attractive street features such as benches and bike racks if the businesses agree to establish a Special Services District (SSD) to maintain these items.

After pursuing this project for three years, forward progress was stalled due to lack of timely and pertinent information from Public Works. The neighborhoods submitted a Neighborhood Priority Plan (NPP) asking NCR for assistance. This multi-neighborhood NPP was approved by the NRP Policy Board in November, 2013. As a result of the NPP, even prior to the formal approval, progress was made and Public Works provided the necessary information and guidance as to how to work with the businesses to create the SSD. Ward 13 and Ward 11 City Council staffs have gotten involved and are working directly with Public Works to contact the businesses and start the petitioning process for the SSD.

- **How were individuals in your community directly impacted by your work?**
 - Having all seven neighborhood associations working together to organize, promote and execute the Ward 13 Candidate Forum showed great cooperation and outreach for the benefit of the entire community.
 - We hope the end result will be the approval of a SSD. This will contribute to a vital and attractive business district.

4. *Housing*

What percentage of time did your organization spend on housing-related activities?

Approximately 5% of staff time was spent on housing-related activities.

5. *Financial Reports*

**Please provide an income and expense report for your organization for the year.
(Please include all funding sources).**

Please see separate document.

In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.

1. *Impact*

What interactions with City departments occupied a major part of your time? What worked well? What could be improved?

The majority of our time in interactions was spent with NCR, CPED and Minneapolis Park Board.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City? 3

2. *City Communications - effectiveness*

Is the information that you receive from the City understandable and useful?

Yes, it is understandable. However, fine-tuning communications to neighborhood specific needs would be appreciated.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 3

3. *City Communications - timeliness*

Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

There were very few notices of Kenny specific activities (due to low activity). Those received appeared to be timely and appropriate. The Planning Activity Report is very useful and always received on a timely basis.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? 4

4. *City Departments*

How can City departments improve the way in which they function in your neighborhood?

Better communication between departments would help. For instance, Public Works could better inform other departments of its plans.

5. ***City Assistance***

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group?

In 2012 we reported that contact with our assigned Specialist had been difficult. We have since been assigned a new Specialist, Stacy Sorenson, and communication has been vastly improved.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? ___4___

6. ***Other comments?***

For the installation of our new neighborhood boundary signs, we worked with Doug Maday of Traffic Services. Doug responded in a timely manner to all of our questions and we greatly appreciate his willingness to work with us and make the project happen.