

## **Community Participation Program 2014 Annual Report**

Neighborhood Organization: Sheridan Neighborhood Organization

Contact person: Joy Smallfield

Date of Board Approval:

### **1. Stakeholder Involvement**

Reviewing your CPP activities in 2014, Please provide information about:

- What outreach and engagement activities did you carry out in 2014?  
During 2014 we continued to do outreach through SNO mail and Facebook. The goal was to post more frequently using both sources to keep the community as informed as possible.
  - 1) We had a the SNOball in February 2014 with half of the profits going to The Sheridan Story that started at Sheridan school, providing food for students to take home.
  - 2) A focus group with started from this SNOBall partnership between Sheridan School, MillCity Church, Sheridan Staff, and community members including members of the SNO board to discuss/plan greening of space around school and shared parking.
  - 3) Worked with Friends of the Mississippi: volunteers planted approx 175 donated plants at the rain garden at the Sheridan memorial  
Any events we had were publicized multiple times through social media, email, and the Northeaster attempting to reach as many community members as possible.
  - 3) Financially partnered with Logan park for their project: Logan Park's Film Series: Celebrating the Multicultural Identity of Northeast Minneapolis
  
- How did you reach out to and involve under-represented communities in 2014?
  - 1) SNO connected with Ayianna Kennerly at NCR Access and Outreach specialist regarding SNO needs and possible strategies to reach a broader population. We continue to be in contact and look forward to any assistance that department can offer to reach a broader population.
  - 2) SNO voted to make money available to pay for translation and child care purposes. This service is available if requested 1 week prior to each monthly meeting
  - 3) SNO president attended a workshop this fall, Solidarity Training for White Folks Doing Racial Justice Work. The premise of this training was strategy as a white person relating to working alongside those identifying as people of color

- Did you find any strategies to be particularly successful? Why?  
We continue attempt to reach more Sheridan stakeholders with slowly increasing success. We are hoping with the recent interest from anchor businesses with larger volunteer pools we can increase attendance and represent a larger portion of SNO.
- What did not work so well? Why?  
Although we have increased our presence on social media and keeping the neighborhood informed on important issues and programs that are available in the neighborhood, I believe we need to find other ways to engage a broader population. I think it is hard to do because in order to draw more people in you have to have direct connections. It can be hard to make the initial first contact (getting to the right liason/representative)
- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?
  - 1) We have approximately 20 people attend each SNO meeting (although this number fluctuates).
  - 2) Hundreds of people attend the SNOball every other year. With 50+ businesses and individual volunteers for the event.
  - 3) 50 or so volunteers showed up at the Sheridan Memorial planting
  - 4) 60-175 people are reached with each post on Facebook (there are at least 2 postings by SNO on the page per week).
  - 5) Sheridan neighborhood day at the Northeast Farmer's market, reaching unknown number? We sponsor the Farmer's Market so, we have a day each summer that we set up a booth and answer questions, talk with attendees.
- How many individuals volunteered in organization activities?  
See above. Also, we have individuals that attend community meeting on behalf of SNO: 2PAC, Above the Falls (AFCAC). We also have a community development committee with fluctuating attendance. We have a couple businesses that continue to show up and engage, offer assistance in the neighborhood: Dangerous Man, Chow Girls, The Digging, Red Table Meats, The Ritz, The Modern.  
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- How many individuals participated in your organization's activities?  
See answer regarding direct contact. We hope to increase these numbers. We are planning an upcoming Clean Sweep with Logan Park on Earth Day. We plan on doing another maintenance event with Friends of the Mississippi

- How many people receive your print publications?  
1700 households get any flyer we put in the Northeaster. We also always have an ad and try to update it as necessary with pertinent information regarding SNO.
- How many people receive your electronic communications?  
427 people have "Liked" Sheridan on Facebook. The numbers of hits on a given post fluctuates 60-175. I am unsure how many are subscribed to SNOmail.

## 2. **2014 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?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

### **The Memorial at Sheridan Park is completed**

After many years of effort to create Sheridan Neighborhood's first park, the first phase was completed and the memorial opened in 2014. Sheridan was the last neighborhood in Minneapolis to have a park of our own. The memorial is the first phase of what we will be a spectacular park that really honors the 6 block long amazing resource that is the Mississippi River.

Note that photos can be found on our Facebook..

[https://www.facebook.com/pages/Sheridan-Neighborhood-Organization/182283409332?sk=photos\\_stream](https://www.facebook.com/pages/Sheridan-Neighborhood-Organization/182283409332?sk=photos_stream)

Not only do all the residents of Sheridan Neighborhood have a new park, but the entire region has a new place to honor the service and sacrifice of veterans of all the wars since Minnesota became a state. Soon the Eastside bicycle and walking trails will go through the park and connect all of NorthEast into the Minneapolis Trail System.

Sheridan Neighborhood Organization worked with the MPRB, veterans' groups and the community to develop plans for the park and finally see the first phase completed. The outcome is a lovely plaza, beautiful large sculpture and moving tribute to the sacrifice of veterans.

Three events at Sheridan Memorial Park mark the highlights of 2014 in Sheridan.

The Grand Opening of the Memorial

The well attended event to plant the rain water gardens at the Memorial.

The River Front Fest.

### **3. 2014 Accomplishments**

Please provide information about your other accomplishments in 2014:

- What were your organization's major accomplishments?
  - 1) Dedication of the Sheridan Memorial Park in June
  - 2) Planting on upkeep of the rain garden that surrounds this park
  - 3) Engaging with the park board, attending park board meetings to come up with an alternate plan to the proposed maintenance building at 1720 Marshall. An issue that many businesses and individuals are passionate about.
  - 4) Raising money for the Sheridan project and SNO via the SNO Ball 2014.
  - 5) We successfully installed 10 rain gardens through Metro Blooms program financed through NRP money. This is important due to our need for native plants to increase bee population and our proximity to the river. Rain gardens help contain, filter, retain run off from rain and snow.
  - 6) Fix n paint program providing matching grants up to \$5000 for outside home improvements.
  - 7) A dedicated group of citizens has worked closely with Jacob Frey to try to hold McDonald's accountable for their promises to the community; calling out bad business practices relating to violation of permits during construction.
- How were individuals in your community directly impacted by your work?

It is hard to put a direct number on the impact SNO has on the community. For instance, issues/development along the river affect both citizens and visitors to Sheridan. The numbers is thousands+. Supporting organizations like The Sheridan story affects the 90+% of children at Sheridan school that receive free and reduced lunch, plus Sheridan Story has expanded well beyond SNO borders.

**4. *Housing***

What percentage of time did your organization spend on housing-related activities?  
To be honest, we could do better here. Planned going forward is a home buying workshop set up by volunteers/SNO/Logan Park, surrounding areas on home buying. There is a meeting next week (3/19/15) with Ayianna Kennerly to work out details for a renters rights event. We had City of Lakes Land Trust come to our last SNO meeting to discuss possible partnership for new home buyers as SNO already has money set aside through NRP to assist buyers.

**5. *Financial Reports***

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

**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?

Most of our interactions are with Stacy at NCR. She is always receptive, quick, and provides whatever information with need. She has attended multiple interim meetings to discuss funding and budgeting for neighborhoods through NRP.

Jacob Frey and his staff are also very prompt with assisting with concerns or helping neighborhood members with specific issues

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? 5

2. ***City Communications - effectiveness***

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

Yes, if we have questions we can usually get them answered. One concern came in relationship to TIF funds and the Mayor's budget, lack of communication with neighborhoods regarding re-allocation of funds.

Being a new president I do find the city forms a little confusing. IE. Permit for events, City Clean Sweep, form for wastewater discount in relation to rain garden in yard. I can usually get answers from others in the community but I am not sure why they can't be more straight forward? For neighborhoods to run more affectively, it would seem beneficial to provide more assistance through NRP, not take away from a successful program or keep funding at the same level when more money is available. Although, as stated before Stacy is a great advocate for this city's communities.

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.

We do receive notice of City activities in our neighborhood via email. Several city staff that were such friends to SNO that they would pick up the phone and let us

know of activities in the area are retired or otherwise gone. So, we will likely lose that level of contact.

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? \_\_\_\_3\_\_\_\_

**4. *City Departments***

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

They could treat the neighborhoods as partners, with a seat at the table, when doing any planning in our communities.

**5. *City Assistance***

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

Sheridan Neighborhood is lucky to have an amazing, knowledgeable and responsive staffer at NCR. However she is clearly not as available as she was under NRP. She has at least twice as many neighborhoods to service.

I also notice a difference in the level of inspiration and support that comes from the NCR Department than communities were used to receiving from NRP. NCR lacks the visionary qualities of NRP.

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? \_\_\_\_3\_\_\_\_

**6. *Other comments?***