

2022 Neighborhood Programs Annual Report

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Introduction

The City of Minneapolis has had a long history supporting neighborhoods through the Neighborhood Revitalization Program (NRP) and the Community Participation Program (CPP). Through these programs, neighborhood organizations helped to repair homes, supported public institutions and built community and a sense of place.

When CPP ended in 2021, the City renewed its commitment to equity and neighborhood organizations with the launch of a new neighborhood and community engagement funding program known as the Neighborhoods 2020. Under the new funding programs, neighborhood organizations must review neighborhood demographic data and make engagement plans that include previously underrepresented and under-engaged community members.

The Neighborhoods 2020 funding program changed how neighborhood organizations do their work. This renewed focus on equity has also brought many diverse neighbors to the decision-making table. As, our city and neighborhoods still face serious challenges, neighborhood organizations are key partners in bringing a new vision for Minneapolis to life.

Each year, the City of Minneapolis Neighborhood and Community Relations Department (NCR) asks neighborhood organizations to report their progress and accomplishments. NCR then compiles these stories and data into a citywide annual report. This report celebrates the work of over 700 neighborhood organization board members, staff and countless volunteers who make Minneapolis a better place to live, work and play.

Methodology

Starting in January 2023, NCR asked neighborhood organizations to fill out an annual report survey. The survey had questions about outreach, communications, neighborhood gatherings and how organizations addressed their priority issues. This annual report includes data from 63 out of 70 neighborhood organizations that had submitted their report by October 2023.

Spending

There are four Neighborhoods 2020 funding allocations:

1. The Citywide Neighborhood Network Fund (CNNF) funds neighborhood organization operations.
2. The Equitable Engagement Fund (EEF) funds activities that engage diverse residents.
3. The Collaboration and Shared Resources Fund (CSRF) helps neighborhood organizations work together and lower some operating costs.
4. The Partnership Engagement Fund (PEF) funds community projects that involve at least one partner neighborhood organization.

Fund	Spending
NRP	\$2,936,123.34
CNNF	\$1,247,532.21
EFF	\$2,483,130.99
CPP rollover ¹	\$638,925.74
PEF	\$252,244.24
CSRF	\$44,228.02
Grand total	\$7,602,184.54

The City splits the first two allocations among neighborhoods each year based on a formula, and the CSRF and PEF are competitive grants. Besides these Neighborhoods 2020 funds, many organizations are also still accessing their unused NRP funds.

With changes to funding structures, some organizations saw a challenge with staffing their organizations. Some organizations had to reduce staff hours or use contractors rather than hire new employees. Other organizations increased the involvement of board leadership in day-to-day activities as they no longer had regular staff.

¹ \$638,925.74 of funds remaining from the now concluded Community Participation Program (CPP) rolled over into the 2022 Equitable Engagement Fund from organizations that requested waivers and CPP funds remaining in active contracts.

Volunteers

Volunteers are vital to neighborhood organizations. They serve on the boards of directors, help run events and organize to solve community problems.

Volunteers brought advocacy and art skills, leadership and innovation their organizations in 2022. Some of their contributions included creating flyers, making mailing lists, utilizing social media accounts to engage people, getting other neighbors involved, helping run community gardens and educating others.

This year, volunteers spent 94,200 hours serving their communities, equal to \$3,247,074 in donated time according to *Independent Sector's* estimated hourly value of volunteers in Minnesota.

	2019	2020-21	2022
Neighborhoods reporting	68	62	62
Volunteer hours reported	125,267	224,178	94,200
Estimated hourly value ²	\$29.44	\$29.24	\$34.47
Estimated total value	\$3,687,860	\$6,554,965	\$3,247,074

Neighborhood and committee meetings

Neighborhood meetings are foundational to organizations. Meetings are where they can work on programming and keep their communities up to date on important issues like housing developments, public safety and race equity. Whether a zoning issue or a vote on how to use funding, meetings are where community members can make their voices heard.

Neighborhood responses indicate:

- **98%** held regular committee meetings or discussion groups that were open to all.
- **92%** held at least one general membership or community meeting to gather input from residents about a neighborhood-specific initiative (annual meetings not included).
- **75%** hosted at least one general membership or committee meeting in response to a community priority
- **43%** conducted one or more focus groups with residents.

² Source: <https://independentsector.org/resource/value-of-volunteer-time/>

Southeast Como adapts meetings to be more accessible

Southeast Como Improvement Association (SECIA) reformatted its annual meeting by combining it with SECIA's largest community event, the Como Cookout. Hundreds of community members attended. Having the neighborhood organization board election at the cookout brought in a more diverse electorate and record high voting. Having the annual meeting at the Como Cookout also allowed the organization to share their annual report as a speech interpreted into multiple languages, reaching a larger audience.



SECIA annual Como Cookout

Outreach and engagement

Neighborhood organizations use many approaches to connect with their community to make sure that all residents are engaged and involved in their neighborhoods, especially underrepresented groups like people of color, renters or limited English speakers.

- **75%** worked on an issue of interest to an underrepresented group within the neighborhood.
- **75%** conducted targeted outreach to apartment buildings or blocks with renter households
- **39%** provided notices of annual and special meetings in multiple languages.
- **26%** provided newsletter articles or web pages in multiple languages.
- **75%** targeted apartment buildings to reach renters.
- **70%** tabled at non-neighborhood events or locations such as farmers markets and cultural events.
- **70%** held focus groups or public meetings inclusive of underrepresented communities.
- **70%** reviewed participation activities and found new volunteers to lead programs, committees and boards.
- **34%** held pop-up events.

Neighborhood engagement successes

Neighborhood organizations engage their residents to gain valuable insights about the unique needs, hopes and challenges of their communities. They can then use these insights to improve their programs and services. Over the past year, many neighborhood organizations have used the Equitable Engagement Fund to do the vital work of addressing racism and removing barriers to participation. Neighborhoods organizations made efforts to engage diverse communities, immigrant groups, youth and renters.

South Central Minneapolis Anti-Racism Collective

The South-Central Minneapolis Anti-Racism Collective is a partnership between Bryant Neighborhood Organization, Central Area Neighborhood Development Neighborhood Organization, Powderhorn Park Neighborhood Association, the People's Institute for Survival and Beyond and Hennepin County. These neighborhoods meet at the intersection of George Floyd Square (38th Street and Chicago Avenue South).

At the end of 2022, these organizations hosted undoing racism workshops focused on deepening the anti-racist organizing work in the neighborhoods and strengthening the connections between various groups and stakeholders in the four neighborhoods.

Fulton Braver Angels

Fulton Neighborhood Association began organizing neighbors in 2021 by creating a racial equity subcommittee. Some of their projects include racial equity resource page, highlighting stories written by authors of color, writing articles on topics related to equity for the neighborhood newsletter and hosting a Braver Angels workshop on how to navigate challenging conversations about race.



Braver Angels workshop participants

Waite Park Community Council

In the early summer of 2022, Waite Park Community Council partnered with the City's Just Deeds program to door knock every address in their neighborhood known to still have racial covenants on their property deeds. Racial covenants are legal agreements that were inserted into deeds during the twentieth century that prohibited the sale or rental of a property to individuals of a specific racial or ethnic background. The enforcement of racial covenants was struck down in 1968, but the language remains on some deeds. The Just Deeds program gives Minneapolis homeowners the chance to learn about and remove the covenants on their deeds, allowing homeowners to reclaim their homes as equitable places.

During door knocking, Waite Park Community Council had productive conversations with neighbors who were unaware of the issue. They left materials at every home that had information on how to contact the City Attorney's Office, as well as an invitation to a neighborhood meeting where a Just Deeds attorney would be available to answer questions and provide more information.

Engaging renters

Prospect Park Association welcome packet

Prospect Park Association (PPA) created an electronic welcome packet targeted to renters and community members. The welcome packet includes a link to PPA's new, interactive renter education website, renter resources, information about upcoming neighborhood activities, a business and nonprofit directory, information about local government representatives and services, recreation resources, how to get involved in PPA, PPA accomplishments and more. PPA finished the welcome packet in November 2022 and distributes it throughout the community, including through PPA's newsletter, website, email list and other newsletters. The welcome packet is updated 3-4 times a year.

Sheridan Neighborhood Organization renter program

Sheridan Neighborhood Organization launched their Renter Education and Engagement Program in 2022. This program creates opportunities for renters in the Sheridan neighborhood to be engaged in up to four hours of service projects, education and civic participation per month, for 6 months. The program also offers tenant rights education, home ownership training, leadership training and education about neighborhood organizations.

Third Precinct community conversations

In 2022, Longfellow Community Council held two community conversations about the future location of the police precinct building in the Third Precinct. Over 200 residents attended the sessions and spoke with City staff and elected officials.

At each session, attendees broke into small groups to talk about what they wanted to see at whichever site is chosen and the trauma that residents still need addressed.

Input from these community meetings led the City to invest in more community engagement about the Third Precinct building.



Longfellow community conversation about the Third Precinct building

Windom Park community goals

Windom Park Citizens in Action (WPCiA) undertook a community feedback project to help them define the goals of their organization in 2022. Through in-person tabling events, email and social media outreach, they engaged Windom Park residents to review and rank the Minneapolis 2040 plan goals. Based on the feedback, the WPCiA board of directors selected four goals to focus on when deciding on projects to start or support in the community. The final goals were eliminating disparities, healthy, safe and connected people, complete neighborhoods and a clean environment.

Partnership with Camden Collective

Over the past two years, Linden Hills Neighborhood Council (LHiNC) developed a partnership with the North Minneapolis nonprofit Camden Collective. The relationship began with LHiNC holding a winter coat drive and sending a few volunteers to help distribute the coats at Camden’s holiday event. Now, Linden Hills Neighborhood Council continues to support the coat drive and also sends volunteers to help with their food share program.



Volunteers at a Camden food distribution event

North Loop Neighborhood Association works with Avivo Village and zAmya Theater Project

In 2022, North Loop Neighborhood Association (NLNA) partnered with Avivo Village and zAmya Theater Project to engage unhoused neighbors and create a theater performance in the neighborhood to share the lived experiences of the unhoused. Together, North Loop Neighborhood Association, Avivo Village, and zAmya Theater Project held listening sessions to further understanding and strengthen relationships between housed and unhoused communities in North Loop.

Kenny environmental education

In 2022, Kenny Neighborhood Association's (KNA) Environment Committee taught residents how to be more sustainable and climate resilient. The committee coordinated a sustainable alternative lawn workshop at Kenny Elementary led by locally owned business Field Outdoor Spaces. The workshop was well attended and enthusiastically received by neighbors. The group also worked on many well-researched educational articles for the KNA newsletter, including articles on the Minneapolis Climate Action Plan, the local wetland Grass Lake and the species found there, heat pumps in residential settings, reducing food waste, and home energy tips and interviews with residents who had transitioned their yards.



Environmental committee meeting

Door knocking

Though resource-heavy, door knocking is one of the most effective tools that neighborhood organizations use to converse with their residents in person. Through door knocking, neighborhood organizations build community, trust and rapport with the residents that they serve. Door knocking also allows neighborhood organizations to collect valuable information about community needs. In 2022, neighborhood organizations knocked on 18,117 doors.

- **91%** canvassed some of their neighborhood.
- **65%** canvassed primarily to gather input or inform residents about a City or neighborhood issue.
- **61%** of canvassing was conducted primarily by volunteers.
- **48%** of canvassing was conducted primarily by neighborhood staff members.
- **39%** canvassed all or most of their neighborhood.

Neighborhood highlight: Door knocking in Bryant

Seeking to engage more neighbors in their community conversations, Bryant Neighborhood Organization knocked on every resident's door in summer 2022. With the help of interpreters, they also talked with Spanish-speaking neighbors. By the end of their door-knocking campaign, Bryant Neighborhood Organization was able to increase participation of homeowners, renters and underrepresented community members living in Bryant by 40%.

Flyers

Flyering households is another tool many neighborhood organizations use to inform residents about programs and things happening in the community. Neighborhood organizations contacted over 113,759 households through flyers.

- **80%** distributed flyers primarily to inform and increase participation.
- **59%** distributed flyers primarily to request input or inform residents about a City or neighborhood issue.
- **61%** left flyers at most or all residences in their neighborhood.
- **71%** left flyers at some residences in their neighborhood.

Neighborhood highlight: Marshall Terrace yard signs

Organizations have gotten more creative with their ways to communicate with residents and get them involved with their neighborhood organizations. The Marshall Terrace neighborhood created yard signs to put up in board member and staff yards. These signs are a great way to advertise the neighborhood organization, along with communicating events and meetings.

Events

Neighborhood organizations also engaged the community through events. When tabling at events, neighborhoods brought flyers, resident surveys and opportunities to get involved. Neighborhoods also organized many events, such as community safety forums, social gatherings and farmers markets.

- **95%** of neighborhoods staffed a booth at a community event.
- **93%** organized one or more issue-focused events.
- **73%** organized smaller events.

Neighborhood event highlights

Eat Street Cup futsal tournament

Whittier Alliance hosted the inaugural Eat Street Cup with Futsal Society, a nonprofit youth soccer organization that has been based out of the Whittier Recreation Center for the past 6 years. The Futsal Society includes 285 high school students, with 58% of them being first generation immigrants from 25 different countries. 16 teams played in the tournament.

Other community partners like KRSM Community Radio, Minneapolis College of Art & Design, Minnesota United, Minnesota Aurora, Wrecktangle Pizza, Somali American Women's Action Coalition, the Minneapolis Park and Recreation Board and Fawkes Alley Coffee hosted activities and engaged with the Whittier neighbors who came out to spectate.



Eat Street Cup participants

Electronics waste recycling event

In September 2022, 15 neighborhoods worked with Repowered to host an event to collect, reuse and recycle parts from over 32,000 pounds of electronics waste. This event was free and open to all residents. The neighborhoods organized pick-up services for anyone who needed help transporting items. The organizers included:

- Armatage Neighborhood Association.
- East Bde Maka Ska Neighborhood Association.
- East Harriet Farmstead Neighborhood Association.
- Hale, Page, Diamond Lake Community Council.
- Fulton Neighborhood Association.
- Kenny Neighborhood Association.
- Kingfield Neighborhood Association.
- Linden Hills Neighborhood Council.
- Longfellow Community Council.
- Lyndale Neighborhood Association.
- Lynnhurst Neighborhood Association.
- Lowry-Hill East Neighborhood Association.
- South Uptown Neighborhood Association.
- Tangletown Neighborhood Association.
- Windom Community Council.



E-waste recycling event participants

East Cedar Lake Beach events

In summer 2022, Kenwood Neighborhood Organization (KNO) hosted a diverse variety of events at East Cedar Lake Beach, including the Family Beach Opener that featured a performance by Duniya Drum & Dance from West Africa. Other events included an interactive workshop with Brother Ghana and The Chione Woodwind Quintet. The quintet brought the Minnesotan Hmong children's book *Shua and the Northern Lights Dragon* to life through music.



Kenwood Family Beach Opener

Cedar Riverside multicultural dinner

Cedar-Riverside Community Council (CRCC) hosted a multicultural dinner to bring together all of the people who live, study and work in the Cedar-Riverside neighborhood. Residents, business owners, elected officials, local government, institutions and other organizations attended. At the dinner, attendees ate delicious meals from many cultures, listened to live performances and got to know one another.



Multicultural dinner participants

Neighborhood Election Day

Neighborhood Election Day, also known as Neighborhood Day, is the day when neighborhood organizations across the city host board elections or community activities to raise awareness and celebrate their work. Currently, about 1% of city residents participate in their neighborhood organization. Neighborhood Day is a wonderful way to get neighbors more involved.

In 2022, 25 organizations participated in Neighborhood Day. Seven neighborhood organizations held neighborhood board elections, while others hosted events to engage their community. Some examples include a garden and yard tool swap, an ice cream social, a concert series, a kickball tournament and some neighborhood happy hours.

Neighborhood Election Day began in 2021 as a directive from City Council to create a unified neighborhood board election day. Historically, neighborhood organizations have hosted their elections on many different dates according to their organizations' bylaws.

Partnership Engagement Fund

The Partnership Engagement Fund is a funding opportunity that NCR has provided since 2021. This grant provides funding to community-based organizations and individuals that are partnering with neighborhood organizations to increase diverse public participation through project development and implementation, engaging historically underrepresented residents meaningfully and effectively on policies and programs that impact them and in decision-making with a focus on furthering equity.

In 2022, **30 projects** received funding and included projects that addressed mental health and trauma, youth programming, entrepreneurship training, civic leadership development, and art programs.



Conclusion

Neighborhood organizations are important channels between communities and the City. Thousands of community members volunteer their time each year to make their neighborhoods a better place for all. They host important community conversations, bring together neighbors to work towards common goals and build a sense of place with welcoming, multicultural community events.

Applying an equity lens through the City's Neighborhoods 2020 funds' goals, neighborhoods are intentionally and proactively engaging previously under-engaged communities now more than ever. Neighborhoods use door knocking, flyer, newsletters, events, education, partnerships with other organizations and other creative ways to reach Minneapolis residents. Particularly noticeable, has been the increase in renter engagement and partnerships between organizations.

Minneapolis neighborhoods continue to make the City a better place to live, work and play.