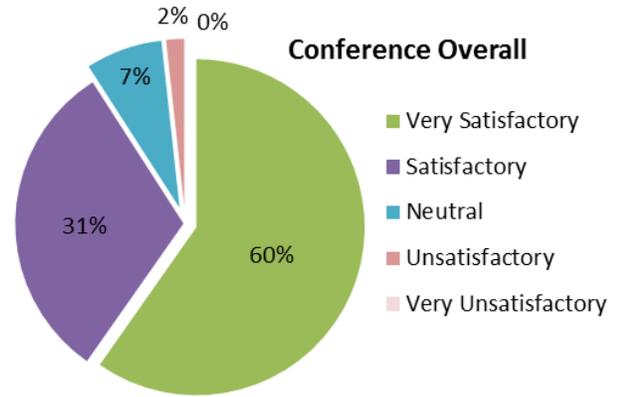


2015 Community Connections nonConference Evaluation

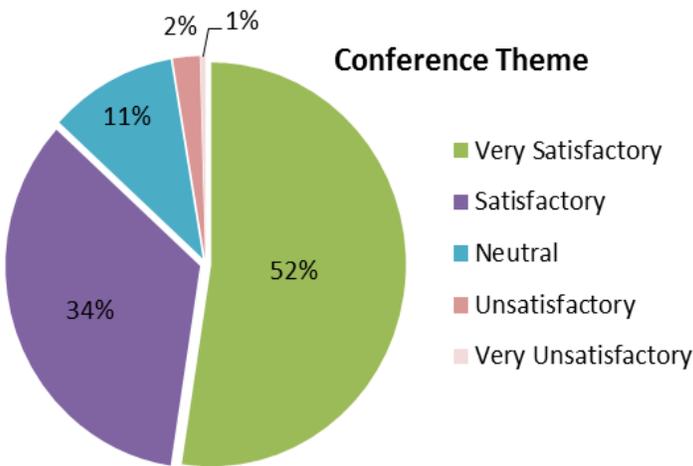
The Neighborhood and Community Relations (NCR) department sees value in gathering neighborhoods on an annual basis to discuss broader neighborhood and city goals, objectives and opportunities. We hope this annual conference provides a forum to support broader discussions and alignment between neighborhoods, the City and other communities – exploring how they can partner to engage residents of Minneapolis.

Under the nonConference theme, *Creative Engagement and Action Using Arts and Placemaking*, participants immersed themselves in an experiential atmosphere where they gained skills and strategies to take creative placemaking techniques back to their own community.

227 nonConference attendees completed the conference evaluation



91% of survey respondents found the conference was Satisfactory or Very Satisfactory



85% of survey respondents found the conference theme Satisfactory or Very Satisfactory

Looking ahead, the next conference will keep a similar structure with a few improvements based on feedback reflected in this report. Additionally, NCR will employ new and creative ways to get the word out about the Conference so more residents can get involved and connect with their City, neighborhoods and communities.

The Neighborhood and Community Relations Department partnered with the City Coordinator’s office and the Community Planning and Economic Development Department on this year’s theme. The city is currently using the Placemaking concept to partner with local community groups as a way to solve problems and creatively engage residents through the arts.

Overall, the 2015 nonConference was a success! Each year, attendance numbers continue to increase, as well as survey respondents satisfaction with the conference overall.



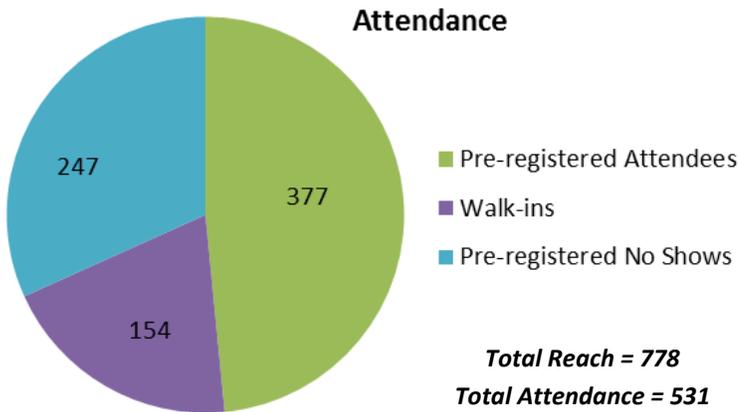
“There are a lot of people in our community doing great work.”

– Conference Participant

Attendance Highlights

This year’s conference was the most diverse ever in terms of both conference attendees and exhibitors. The total attendance was 531, up 8% from the 2014 conference. Here are some highlights from the survey results:

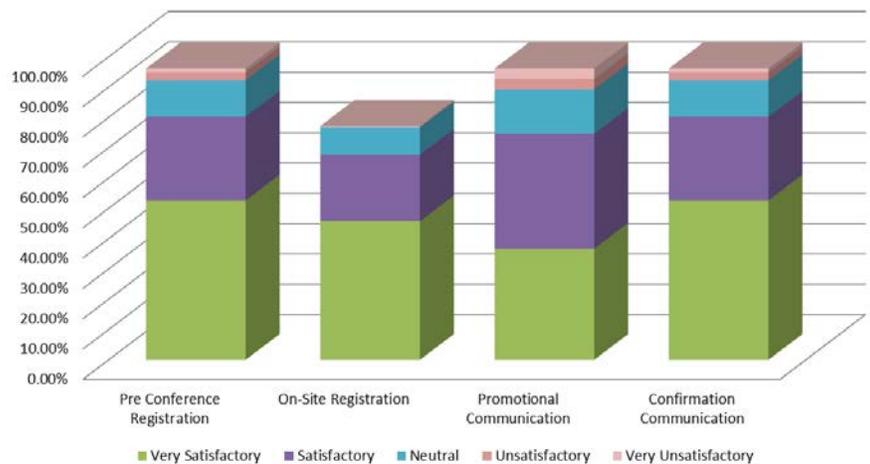
- Total reach of the nonConference was 778, up 24% from last year’s conference
- 85 youth attended the conference
- 77 out of 84 neighborhoods were represented at the nonConference
- Downtown, north and south-central areas of Minneapolis had high attendance rates
- 19 City of Minneapolis departments participated – 8 more than last year



Neighborhoods with high levels of participation	
Neighborhood	# of attendees
Phillips Neighborhoods	27
Longfellow	17
Powderhorn Park	17
Willard Hay	15
Seward	13
Marcy Holmes	12
Near North	12
Jordan	12
Central	10
Como	10
Steven's Square - Loring Heights	10

Registration and Communication Highlights

- Over 80% of participants were either satisfied or very satisfied with conference pre-registration
- 68% rated on-site registration as satisfactory or very satisfactory



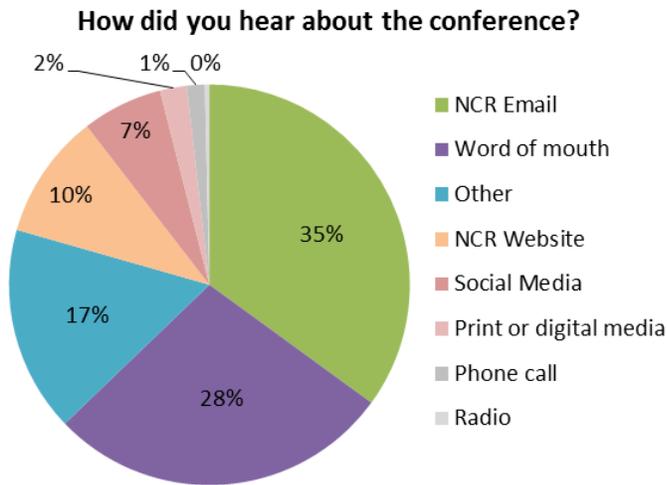
“There are so many ways I can make a change in my community, and I’m excited to start!”

– Conference Participant

Note: Uncertain or Can’t Say responses are not included in the chart

Registration and Communication Highlights(cont.)

- 75 percent of attendees were either satisfied or very satisfied with the promotional communication
- 80% of attendees were either satisfied or very satisfied with the confirmation communication
- 35% percent of survey respondents were informed about the conference through the NCR department’s email list serve

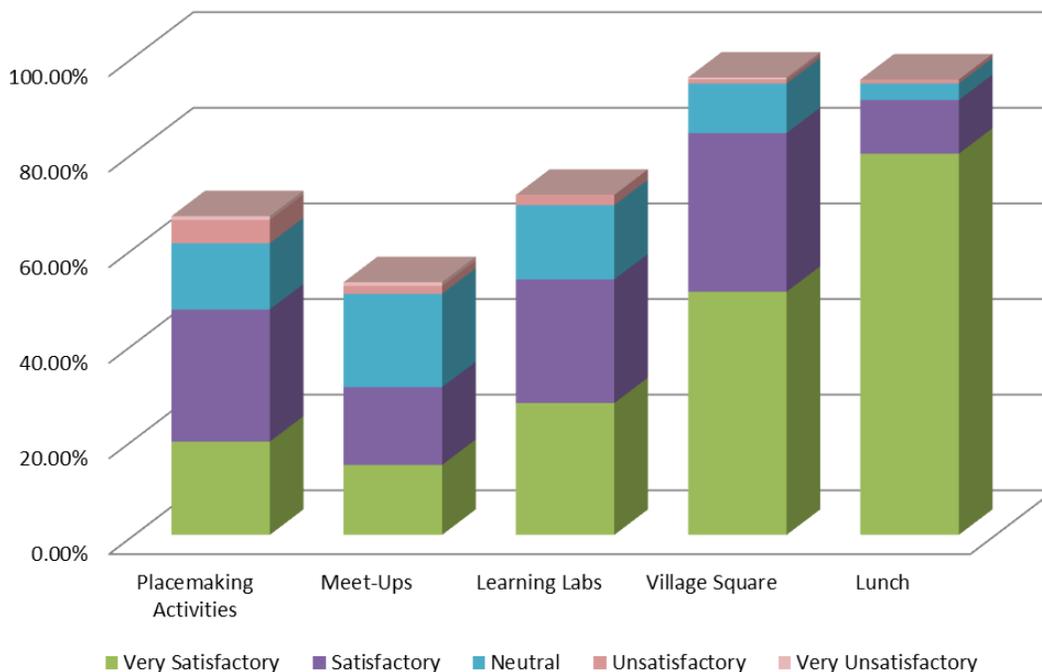


“I can’t say enough positive things about the nonConference, everything including the people tabling were engaged and excited to be there.”
 – Conference Participant

nonConference Features Highlights

In order to create a nonConference atmosphere, conference planners organized a number of new features for this year’s conference: Placemaking Activities, Meet-ups and Learning Labs.

- The new features of learning labs and meet-ups had high “Uncertain/Can’t Say”* ratings. However, none of the new features had above a 5% unsatisfactory or very unsatisfactory rating
- The Village Square had a satisfactory or very satisfactory rating of 84%
- 95 exhibitors from neighborhood organizations, community organizations and the City of Minneapolis participated in this year’s nonconference
- Lunch is consistently the highest rated feature of the Community Connections Conference



Note: Uncertain or Can’t Say responses are not included in the chart

On Monday, April 13th, the conference planning committee met to review this year’s evaluation responses and discuss their experience at this year’s nonConference. Based on feedback from participants, the planning committee identified the following recommendations for the 2016 conference:

General Conference Comments:

- This year’s conference saw a more diverse crowd than past conferences.
- The exhibitors produced really fun and interactive exhibits.
- This is the most diverse event in Minneapolis.
- The zAmaya theater group gave a wonderful performance.

**“Community Engagement is
alive and well in
Minneapolis!”**
– Conference Participant

Possible Conference Improvements:

- Increase attendance.
- Find a way to ensure that exhibitors show up.
- Better promote/advertise the “Meet-ups”.
- Reinstate a structured gathering over lunch for presentations and keynote.
- Seek greater involvement from Elected Officials.
- Make sure that the Learning Labs are interactive.
- Hold the “Meet-ups” first thing in the morning, rather than having them throughout the day.
- Tighten up the Village Square exhibit hall so that some exhibitors aren’t on the outskirts.
- Find out if it’s possible to get free bus passes for the conference to encourage transit and reduce the costs incurred by participants for parking.
- Research possible new venues for the conference.
- Hold another meeting to re-engage neighborhood organizations in the conference theme and design.



Conference Planning Committee Members (pictured above with other NCR staff and conference volunteers): Cathy Spann, Jordan Area Community Council; Rita Ulrich; Kirk Roggensack, NCEC; Amanda Vallone, beARTrageous and Windom Community Council; Kerry Cashman, Seward Neighborhood Group; Jennifer Schmid; Greg Simbeck, CPED; David Rubedor, Christina Kendrick, Jack