

2020





DEPARTMENT














**results**  
minneapolis

Neighborhood & Community Relations

# Performance summary

**Enterprise priorities** (page 3): Workforce diversity, Spending with diverse suppliers  
**Department priorities** (page 4): Enterprise Engagement Support, 2020 Census

Trend Key			
	Year-over-year (YoY) Increase by more than 5%		YoY less than 5% change
	YoY decrease by more than 5%		No trend

Budget program	2019 Budget	Performance measure	2019 performance	Trend from prior year	Trend: Red/yellow/green
Neighborhood Engagement and Support	\$9.6M	<ol style="list-style-type: none"> <li>Neighborhood organization board trainings</li> <li>Audit review services</li> <li>Neighborhood organization board diversity survey</li> <li>Volunteer hours</li> <li>Residents reached by neighborhood organizations</li> </ol>	<ol style="list-style-type: none"> <li>28 trainings</li> <li>85 audits</li> <li>N/A – no survey conducted</li> <li>145,000 hours</li> <li>100,000 households reached</li> </ol>	<ol style="list-style-type: none"> <li>Decrease</li> <li>Stable</li> <li>No trend</li> <li>Increase</li> <li>Decrease</li> </ol>	<ol style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li></li> </ol>
Coordinated Engagement Services	\$1.1M	<ol style="list-style-type: none"> <li>Learning labs</li> <li>Community Connections Conference attendance</li> </ol>	<ol style="list-style-type: none"> <li>336 attendees</li> <li>a. 885 attendees b. 42% BIPOC</li> </ol>	<ol style="list-style-type: none"> <li>Increase</li> <li>a. Increase b. Decrease</li> </ol>	<ol style="list-style-type: none"> <li></li> <li>a.  b. </li> </ol>
Access and Outreach Support	\$0.7M	<ol style="list-style-type: none"> <li>Resolved ADA complaints</li> <li>Radio programs</li> <li>Support for community partner services</li> </ol>	<ol style="list-style-type: none"> <li>42 complaints resolved</li> <li>76 radio programs</li> <li>a. 1008 individuals provided immigration related services b. 2200 services provided to aging community</li> </ol>	<ol style="list-style-type: none"> <li>Decrease</li> <li>Increase</li> <li>a. Decrease b. Increase</li> </ol>	<ol style="list-style-type: none"> <li></li> <li></li> <li>a.  b. </li> </ol>
Operations – NEW	\$0.5M	<ol style="list-style-type: none"> <li>N/A – pass through program</li> </ol>	<ol style="list-style-type: none"> <li>N/A</li> </ol>	<ol style="list-style-type: none"> <li>N/A</li> </ol>	<ol style="list-style-type: none"> <li></li> </ol>

# Enterprise Priorities

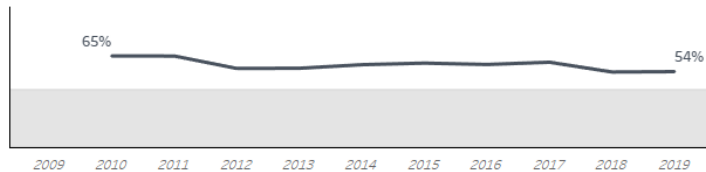
## Workforce diversity

- **Exceeds** enterprise goal of 41% people of color
- **Exceeds** enterprise goal of 45% women
- Since its inception, the department has met the City's workforce diversity goals. Although several positions in the department are culturally specific, the department's value on gender and racial diversity is reflected in all of our positions. The diversity within the department strengthens our work.

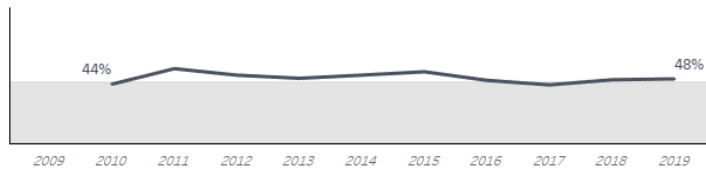
### Workforce diversity (2009-2019)

Neighborhood & Community Relations

#### People of color



#### Women



Notes:

(1) Grey shading indicates enterprise goals (41% people of color and 45% women).

Definition for Regular City Workforce:

(a) Includes: all regular full-time, regular part-time, regular intermittent, and seasonal full-time City employees.

(b) Excludes: ACA seasonal and all temporary City employees including individuals on permit, outside trades, Election Judges, METP Summer Youth, and contractors.

## Spending with diverse suppliers

- **Exceeds** Citywide percent diverse spending of 16%
- **Exceeds** Citywide percent spending with minority-owned suppliers of 7%
- **Exceeds** Citywide percent spending with non-minority women-owned suppliers of 9%
- The department prioritizes selecting minority or women-owned suppliers. The department intentionally focusses on community-based and local vendors, whenever possible. An example is our Community Connections Conference where local food vendors are selected and highlighted. This focus strengthens our local communities and supports the department's mission.

### Summary

Total supplier spending\* over selected years

\$485K

Amount spent with diverse suppliers over selected years

\$207K (43%)

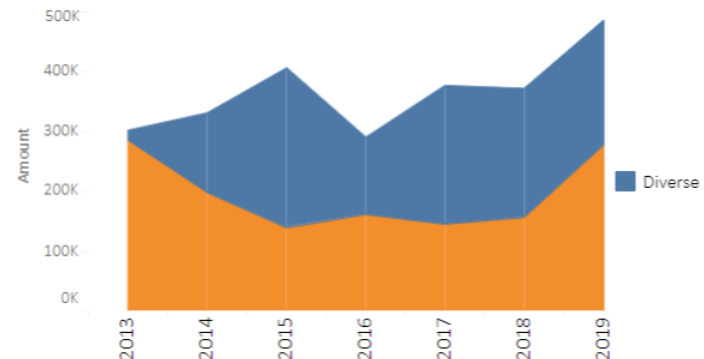
Minority-owned

\$95K (20%)

Non-minority women

\$113K (23%)

### Share of diverse spending\* (all years)



# Department Priorities

## Priority 1: Enterprise Engagement Support

- In 2019, NCR implemented a variety of activities to broaden support for the enterprise in their engagement efforts.
- NCR developed a Community Engagement Portal enterprise-wide. All city departments can submit requests for assistance through the portal. This streamlined process makes it easier for city staff to request assistance from NCR (without needing to know who exactly to reach out to and makes it easier for NCR to track requests, as well as identify opportunities to work better internally and enterprise-wide.
- NCR established a citywide Community Engagement Work Group with representatives from multiple departments. This Work Group meets regularly to share updates, identify shared opportunities, and provide guidance on the citywide engagement activities.
- NCR offered two rounds of the City of Minneapolis-adopted International Association of Public Participation (IAP2) trainings for city staff and community partners. Twenty people participated in each training and included staff from NCR, Office of Race & Equity, Emergency Management, and community partners.
- The Office of Immigrant and Refugee Affairs established a citywide work group that meets monthly to further other city departments understanding of issues and policies impacting the immigrant and refugee communities as well as providing input on policy issues.
- NCR supported the City Coordinator's Office conducting a Request for Proposals (RFP) to identify a third party to conduct an evaluation of the city's community engagement efforts. The evaluation will be completed in 2020.

## Priority 2: 2020 Census

- While the census will be completed in 2020, much of the infrastructure building for the city's efforts took place in 2019.
- In February 2019, NCR hired a Census Complete Count Coordinator to coordinate the city's efforts.
- A Complete Count Committee was established, with representatives and leaders from various communities throughout the city.
- NCR staff participated in regional and state meetings on a quarterly basis.
- A citywide work group was established and monthly meetings were held throughout 2019.
- NCR worked with Communications and the City Clerks Office to coordinate and leverage city activities, including shared staffing support and communication strategies and opportunities.
- NCR worked with the Creative CityMaking (CCM) Program in the Arts, Culture and the Creative Economy Division. Creative CityMaking artists Roxanne Anderson and Anna Meyer specifically centered BIPOC and LGBTQI communities for their CCM project. Thus far, the results of their curatorial work has included the Ricardo Levins Morales WeCount image, Council Vice President Andrea Jenkins poem, and launching a youtube channel of community focused Census stories.



# Neighborhood Engagement & Support

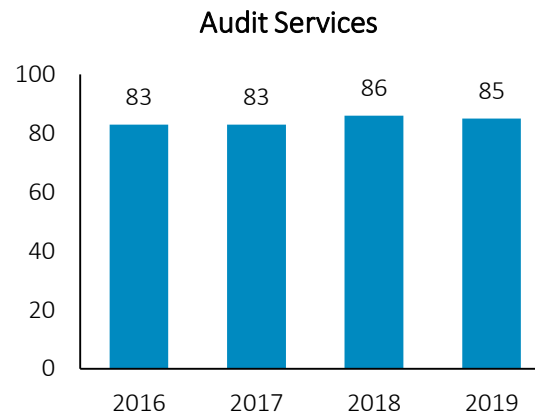
**Program description:** This program supports the department's support services for neighborhood organizations. The program helps sustain a world-class community engagement program through neighborhood-based priority setting, planning and implementation; and the coordination of this work with the work of the City. This program also includes the direct allocations to neighborhood organizations through the three primary funding programs. The services provided include Community Participation Program (CPP) allocation, Neighborhood Revitalization Program (NRP) allocation, Community Innovation Fund (CIF) funding, and other support services such as contract management, directors and officers insurance, auditing, training, legal support and other related activities.

## Performance measures



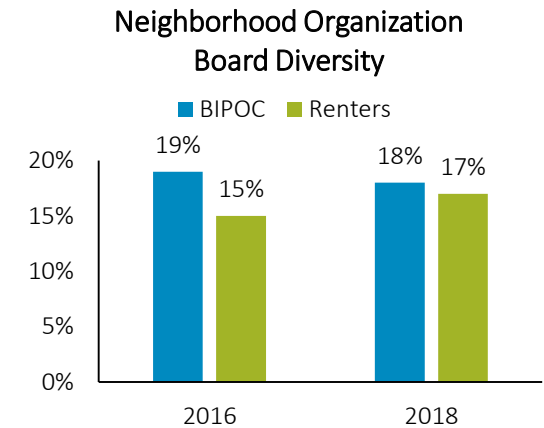
### Definition:

- Minneapolis neighborhood organization boards help shape key decisions and provide community based input into the design and administration of programs and services at the local level. NCR staff provide board trainings to assure that neighborhood boards understand their fiscal and legal responsibilities. Trainings vary based on the needs of the different organizations and requests of their boards.



### Definition:

- NCR contracts with an independent auditor to review neighborhood organizations' programming, financial management, and compliance. Audit services include audits, financial reviews, agreed upon procedures, audit readiness assessments, and other audit services. NCR has a goal of reviewing 30% of all neighborhoods each year.



### Definition:

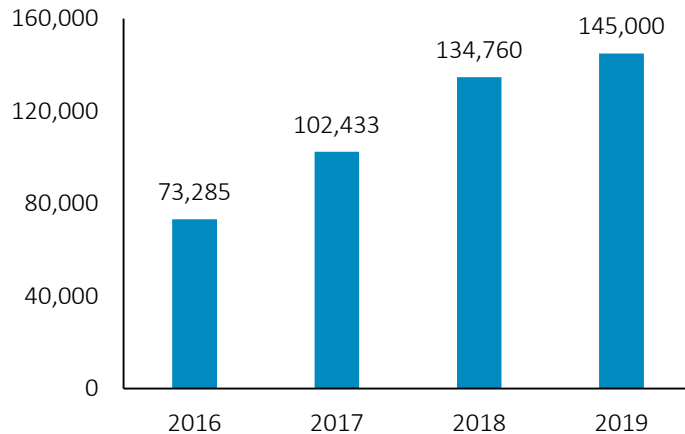
- Minneapolis neighborhood boards are a key component of community engagement activities in Minneapolis. NCR conducts a survey of all neighborhood boards every two years. The surveys ask board members to respond to questions that track seven primary categories, including age, income, gender, education, disability, race, and status of owning/renting housing. NCR conducts the survey every other year; the next one will be conducted in 2020.

# Neighborhood Engagement & Support (continued)

**Program description:** This program supports the department's support services for neighborhood organizations. The program helps sustain a world-class community engagement program through neighborhood-based priority setting, planning and implementation; and the coordination of this work with the work of the City. This program also includes the direct allocations to neighborhood organizations through the three primary funding programs. The services provided include Community Participation Program (CPP) allocation, Neighborhood Revitalization Program (NRP) allocation, Community Innovation Fund (CIF) funding, and other support services such as contract management, directors and officers insurance, auditing, training, legal support and other related activities.

## Performance measures

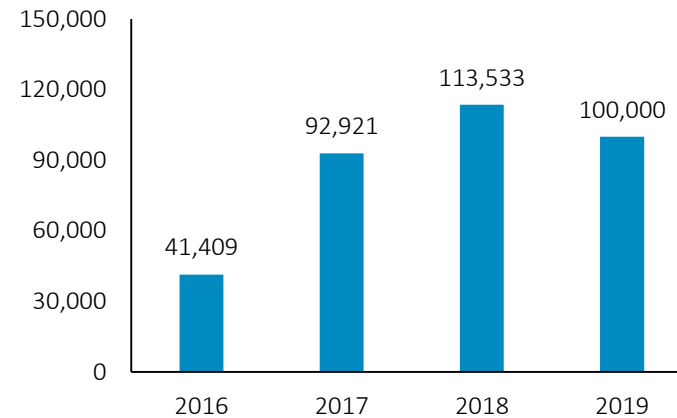
### Volunteer hours



### Definition:

- Neighborhood organizations do most of their work through the hundreds of volunteers who serve on the board of directors and committees. These volunteers organize community events and activities, meet with City and jurisdictional staff to solve community programs, serve on block patrols or block clubs, organize and help with community cleanups, and support youth programs and many other activities.

### Households reached through door-to-door outreach



### Definition:

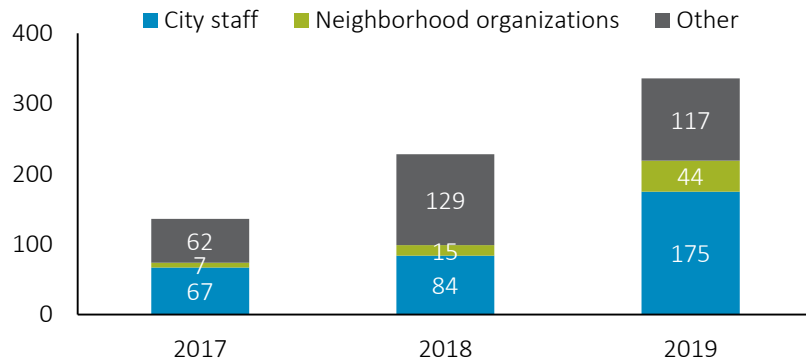
- Minneapolis neighborhood organizations engage residents through various activities, such as hosting meetings or discussion groups, flying neighborhoods or buildings, providing newsletters or articles, hosting or tabling at events or locations, or conducting outreach to buildings or residents. Hosting meetings are significant way that neighborhoods engage residents. Door-to-door outreach such as door-knocking or flying is a direct way to engage residents, especially those that are un- or under-engaged.

# Coordinated Engagement Services

**Program description:** This program builds a coordinated resident engagement strategy for the city. Following the City's adopted Core Principles of Engagement, this program provides staff support to the City's engagement systems – neighborhood organizations, boards and commissions and enterprise engagement efforts. The various efforts underway at NCR will be connected to and coordinated with other engagement related activities in the city and with multijurisdictional partners. This program includes a blueprint for equitable engagement, which includes American Indian Memorandum of Understanding, Future Latino Empowerment Committee, staff support to the city's 70 neighborhood organizations, Minneapolis for a Lifetime, ongoing engagement with cultural communities, diversification of the city's 18 advisory boards and commissions, city Academy, and staff support to four advisory commissions.

## Performance measures

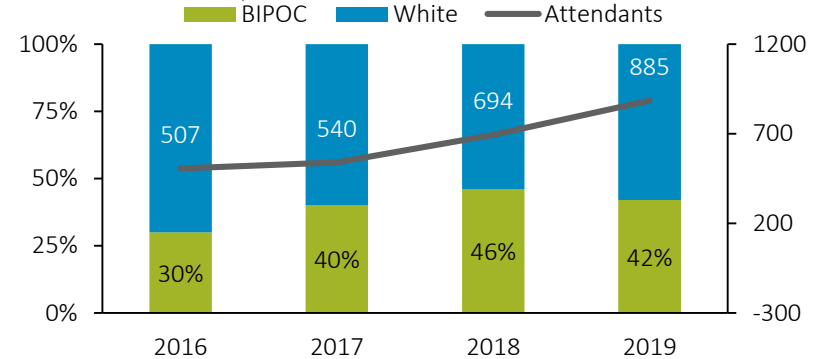
### Learning Labs attendees



### Definition:

- The staff of NCR teach Community Connections learning labs, a series of eight, 90-minute labs on effectively engaging multiple segments of the community in Minneapolis. City staff, neighborhood organizations, and community partners are invited to learn effective community engagement strategies, including considerations about accessibility, immigration and refugee status, gender dynamics, religion and norms, historical experiences and trust in government, culturally specific media, communication styles, significant institutions, nonprofits, sacred spaces and events, holidays and festivals.
- In 2019, NCR reduced the overall number of learning labs from 2018 but offered the labs at different times of days to see what worked best for participation. In 2019, we continued to see strong attendance from city staff and increased attendance from neighborhood organizations.

### Community Connections Conference attendees



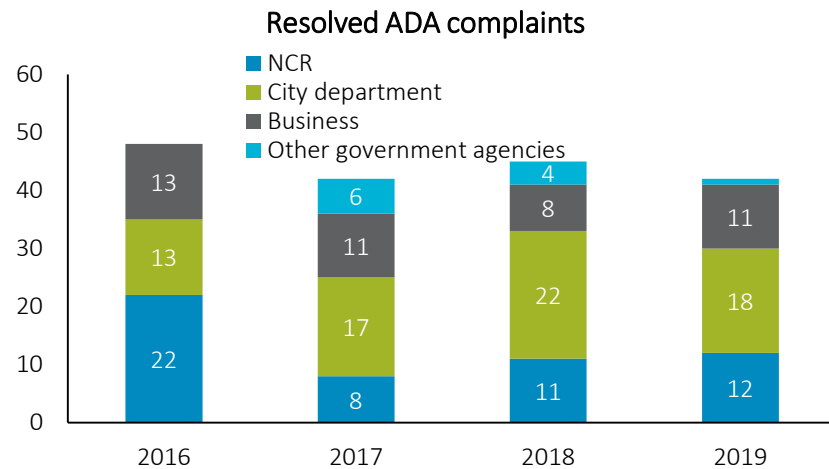
### Definition:

- NCR's annual Community Connections Conference is an opportunity for residents to join neighbors, community, City employees, and elected public officials to learn together and share their voices about their city. Staff of NCR work collaboratively across their various communities and across the City Departments to design a conference agenda that reflects the interests and needs of all residents. Attendance numbers are tracked each year to allow NCR to evaluate the success of conference planning and promotion. In 2019, attendance grew substantially.
- Of the 885 who attended in 2019, 708 people provided demographic data. Of the 708, 42% identified as people of color. The city of Minneapolis' population is roughly 60% white and 40% people of color, according to the 2017 American Community Survey. This year's racial demographics exceed parity with population demographics.

# Access and Outreach Support

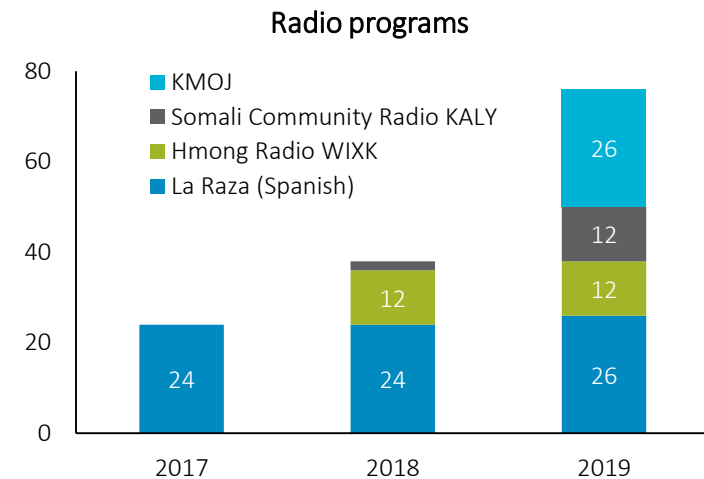
**Program description:** Access and Outreach provides the logistical and office support for cultural engagement services and federally mandated programming. The program is aimed at broadening engagement through enterprise support of federal mandates and the elimination of barriers to participation by underrepresented groups in neighborhood organizations, boards and commissions and City governance. The services provided include ADA compliance, implementation of the language access plan, interpretation and translation services, and administration of program funding for the One Minneapolis Fund.

## Performance measures



### Definition:

- The ADA Grievance System, managed by NCR in partnership with 311, offers a centralized location to report disability-related issues. The system serves two functions: managing ADA Title II cases and allowing people with disabilities to identify other non-City of Minneapolis disability-related issues within the city limits. NCR staff work with residents and other entities, such as other city departments, businesses, etc., to resolve complaints.



### Definition:

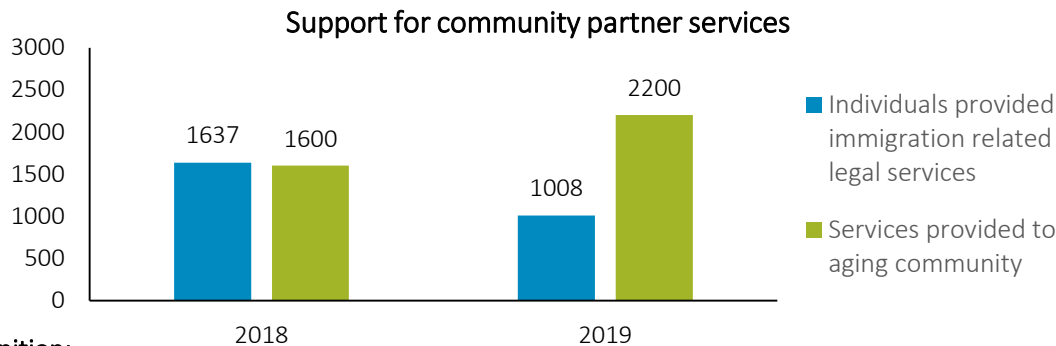
- In partnership with Communications, NCR hosts regular radio programs as an avenue to share information about timely and ongoing issues with all Minneapolis residents. Originally starting with the Spanish language program on La Raza, the programs expanded to Hmong and Somali radio in 2018, and KMOJ in 2019.



# Access and Outreach Support (continued)

**Program description:** Access and Outreach provides the logistical and office support for cultural engagement services and federally mandated programming. The program is aimed at broadening engagement through enterprise support of federal mandates and the elimination of barriers to participation by underrepresented groups in neighborhood organizations, boards and commissions and City governance. The services provided include ADA compliance, implementation of the language access plan, interpretation and translation services, and administration of program funding for the One Minneapolis Fund.

## Performance measures



### Definition:

- NCR supports services provided to community members throughout the city. Some grants support services such as legal consultations and legal representation, legal advice and assistance with applications for immigrant and refugee community members. Other grants support services include home maintenance, lawn care and snow removal, and home visits for seniors.
- Changes in federal case law and policy have made each immigration matter more complex and difficult to resolve. These changes resulted in a decrease in the number of people who were able to receive legal representation by our immigration legal service partners over the course of 2019. Some of these changes have created a significant sense of urgency in increasing access to basic immigration information enabling residents to know and defend their rights.
- Our immigration legal service partnerships equipped the City to support residents during some of the most notable federal immigration crises weathered in 2019, including:
  - Threatened ICE raids (June 2019): The immigration raids that the Trump administration announced in June 2019 terrified immigrant communities. Our partnerships with immigration legal service partners enabled us to be mobilized to provide information and support to residents across the city;
  - Promulgation of Public Charge Rule (August 2019): The promulgation of the public charge rule, impacting the ability of some applicants for immigration benefits to obtain and retain status based upon use of public benefits, has deterred many from seeking critical assistance for themselves and their families. By hosting informational events, creating flyers that we used to share information about the rule, and appearing on radio programming, our legal service partners were able to provide important information about this rule to thousands of residents.

**Program description:**

This program provides department-wide leadership and support for internal City services including budget, business planning, IT, technology services and space. The operations program is also responsible for coordinating department related contracts and invoices, internal and external communications, the department website and committee actions and council process.

**Performance measures**

This budget program area does not have performance metrics because it is a pass-through.