

Neighborhood Name: Seward Neighborhood Group (SNG)

Neighborhood Approval Date: February 24, 2016

NCR Approval Date: November 23, 2016

1. Inclusiveness: SNG and the Seward Neighborhood are welcoming to and supportive of all members of the community.

Outcome: SNG has developed a culture of welcoming within the organization.

Strategies / Activities:

- Identify effective ways to invite the neighborhood's diverse stakeholders into SNG activities
- Invite leaders of the diverse stakeholder groups in the neighborhood to meet with and discuss issues of importance with SNG board and staff
- Meet with groups, neighborhood-based or otherwise, that have done similar work to bridge cultural, ethnic, or income divides (e.g. Harrison neighborhood's Undoing Racism work).
- Connect with immigrant-led businesses and organizations within neighborhood.
- Continue outreach work in the Seward Towers and through SPOKES
- Identify SNG and other neighborhood materials to be translated into relevant languages.
- Study and utilize learnings in outreach and inclusiveness gained from SNG's outreach work in the Seward Towers and at SPOKES.

Outcome: The participants in SNG programs and activities reflect the diverse demographics of the Seward neighborhood.

Strategies / Activities:

- Each quarter, SNG promotes an activity/event that bridges divisions within the community. Examples include:
- Increase diversity of performers and activities at the King's Fair and Winter Frolic (musicians, sharing stories, artists, etc.)
- Develop cross-cultural walking group
- Implement Story-telling circles and share stories with wider community
- Combine a program of interest to the wider community with an abbreviated board meeting so that an increased number of Seward stakeholders learn about what the SNG board does.
- "It's About Us" quarterly lunches (get to know one another)
- Conduct community bike rides and/or walks involving members of all the groups in Seward
- Identify issues important to communities and individuals throughout the neighborhood.
- Record data on participation in SNG activities
- Evaluate effectiveness of engagement efforts and make changes as necessary
- Create and utilize surveys to be used at SNG functions.

Outcome: The leadership of SNG – its board and committee members – is representative of the diversity of the Seward neighborhood.

Strategies / Activities:

- Nominations committee seeks out board nominees throughout the year.
- Make presentations at Seward Towers, SCCA, Matthews Park, and other locations such as the other apartments along Franklin, the apartments west of 22nd street, and 2121 Minnehaha about SNG committees and board.
- Tailor topics of board and committee meetings to focus on areas of interest of all in the community.

2. Engagement – SNG engages its stakeholders through effective communication, strategic partnerships, and diverse avenues for participation.

Outcome: SNG has an efficient and manageable system for communicating SNG activities to the neighborhood, including those stakeholders with limited or no English language proficiency.

Strategies / Activities:

- Create a communications committee or work group
- Consult with leaders in underserved or underrepresented communities about their members' access to and use of SNG media.
- Develop and implement a robust and sustainable communication plan that includes meets the needs of SNG.
- Create an easily updateable website using a content management system.
- Maintain an on-line calendar.
- Work with local businesses, media, and organizations to promote the SNG brand, publicize SNG's accomplishments, and cross market activities.
- Recruit new volunteers to SNG media projects to ensure sustainability, quality and representation of the diverse communities within Seward.

Outcome: SNG fosters both formal and informal neighborhood initiatives by Seward stakeholders.

Strategies / Activities:

- Continue working with the residents of the 2400 block of 34th Avenue to plan, implement, and maintain traffic-calming, storm water treatment rain gardens in the street.
- Partner with Singing Waters to revitalize community engagement in river and river parkway preservation and improvement activities.
- Work with Seward artists and the SCCA to continue the Winter Frolic.
- Hold an annual or semi-annual "Dreams for Seward" event that encourages stakeholders with dreams/ideas for Seward and a commitment to working on realizing those dreams by outlining ways in which SNG can support their efforts (grant-making, financial/tax-exempt infrastructure, network of contacts, leverage with the City, etc)

Outcome: Seward faith communities participate in a neighborhood network of spiritual leaders.

Strategies / Activities:

- Invite representatives of all Seward faith communities to an informal session to learn about SNG's community building activities, explore ways to connect with their congregations, and establish a network of spiritual contacts.
- Engage interested faith communities in SNG activities (King's Fair, SLRJ, Winter Frolic, etc.).

Outcome: Seward educational organizations are connected to SNG's community building efforts.

Strategies / Activities:

- Invite representatives of all Seward educational communities (public schools: Seward Montessori/Anne Sullivan/MN Transitions, Augsburg, childcare/pre-schools) to an informal session to learn about SNG's community building activities and explore ways to partner around common goals.
- Engage interested educational organizations in SNG activities (King's Fair, SLRJ, Winter Frolic, etc.)

3. Sustainability – SNG, as a sustainable community-building organization itself, supports neighborhood efforts to develop an urban community that is environmentally, economically, and socially sustainable.

Outcome: SNG has identified its core functions and has spun off non-core programs.

Strategies/Activities:

- Develop a model for fostering programs/projects that allows individuals or groups within the community to use SNG's key assets (established non-profit, connections to government, other non-profits, other neighborhoods, ability to communicate with Seward stakeholders, etc.) to grow programs/projects that become self-standing and self-sufficient within a few years
- Ensure core citizen participation work defined in SNG's CPP contract with Minneapolis is accomplished.

Outcome: SNG is staffed, housed, and administered in a way and at a level that is sustainable in terms of both financial and volunteer resources.

Strategies/Activities:

- Secure a lease for the office at 2323 E. Franklin
- Determine the type and level of staff and volunteers needed both to sustain SNG and to achieve its strategic goal

Outcome: Seward is a green, environmentally sustainable community.

Strategies/Activities:

- Bike and walk-friendly community – Spokes, other biking promotion
- Promote increased, positive interaction with the natural world through activities such as habitat restoration, flora/fauna surveys, river trails/parkway maintenance
- Provide education and programs around green projects such as rain gardens, composting, recycling, gray water storage, alternative energy.
- Continue work with 34th Ave. residents on storm water plans
- Support increased energy efficiency – loans for solar water heaters, insulation, new high efficiency refrigerators/freezers and other appliances
- Continue support of home and community gardens
- Advocate for city-wide green policies.

4. Community Improvement/Infrastructure – Seward built infrastructure – housing, commercial and retail properties, roads, parks, bikeways and pedestrian walkways – is well maintained and meets the needs of the community.

Outcome: As a sustainable urban community, Seward has housing options that meet the needs of its diverse stakeholders.

Strategies/Activities:

- In partnership with Redesign and Seward Towers Corporation, maintain the 620 units of affordable housing in the Seward Towers.
- Support housing options for people with special needs such as Seward Square, Success Family Housing, Rising Cedar/Touchstone.
- Continue loan programs for home improvements.
- Develop a tool and expertise library for home repairs, maintenance, and improvement
- Offer workshops on assessing and effecting home repair projects.

Outcome: Seward is a peaceful, safe and just community.

Strategies/Activities:

- Continue to support the Seward Longfellow Restorative Justice program
- Continue partnership with CPP/Safe to address public safety issues as they arise
- Support existing block clubs and assist with organizing new clubs where none exist.

Outcome: Franklin Avenue, Seward's main street, is vibrant, safe, and pedestrian/ bike friendly.

Strategies/Activities:

- Work to improve Franklin Avenue safety for pedestrians and bicyclists by calming and/or reducing traffic
- Explore use of light post or way finding banners to promote the avenue and the community
- Collaborate with businesses on special events (Winter Frolic)
- Work with partners Redesign and SCCA to develop and support new and existing businesses
- Collaborate with Phillips neighborhood and NACDI on improving the area surrounding the Franklin LRT station, including the Franklin/Minnehaha/Cedar intersection.
- Explore possibility of public art (gateway art, art installation to address car drive-through issue at Riverside and South 9th Street)