

2016 CPP Annual Report

Please complete and submit to ncr@minneapolismn.gov by Friday, March 31, 2017. Reimbursement requests submitted after April 14 will not be approved until after this report is received.

1. Neighborhood Organization Name:

East Phillips Improvement Coalition (EPIC)

2. Organization Contact:

Carol Ann Pass

Address

2536 18th Avenue South

Organization email address:

cpass@runbox.com, eastphillipsepic@gmail.com

Organization Phone Number:(612)280 8418

3. Date of Board Approval:

Please provide the date of the meeting the Board reviewed and approved submission of this report to NCR:

June 15, 2017

Stakeholder Involvement – basic outreach & engagement

Which of the following outreach activities did your organization use in 2016?

4. MEETINGS (please check all that apply)

- ☒ Held regular committee meetings or discussion groups that are open to all stakeholders.
- ☒ Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for neighborhood specific initiative.
- ☒ Hosted at least one general membership or committee meeting in response to City request for input (such as a development proposal, transit planning or public works project).
- ☒ Conducted one or more focus groups.

5. DOOR-TO-DOOR (please check all that apply)

Door-knocked or dropped flyers door-to-door:

- ☒ At least once with goal of reaching a portion of neighborhood.
- ☒ At least once with goal of reaching most or all of neighborhood.
- ☒ For more than one issue/outreach effort.
- ☒ On a routine basis.

6. Door-knocking/flyering

- ☐ Was carried out primarily by paid staff.
- ☒ Was carried out primarily by volunteers.

7. Door-knocking/flyering

- ☒ Was carried out primarily to increase participation and membership.
- ☒ Was carried out primarily to gather input on specific city or neighborhood issue.
- ☒ Was carried out primarily to inform stakeholders of city or neighborhood issue.

8. Approximately how many households did your organization reach through door-knocking in 2016?

Approximately 200

9. EVENTS (please check all that apply)

- ☒ Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization.
- ☒ Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc).
- ☒ Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc).

10. OTHER (please check all that apply)

- ☐ Conducted at least one community-wide survey (such as a random sample or all-household survey).
- ☒ Conducted another form of survey (e.g., intercept survey).
- ☒ Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations.
- ☐ Distributed a quarterly or semi-annual newsletter to all households.

☐ Other activities (please describe):



2016 Clean Sweep at Welna Hardware's parking lot

2016 Phillips Clean Sweep:

Through the Clean Sweep Event every fall the Community fights the trashy appearance and unhealthy features caused by people littering or by people coming from elsewhere to dump things here...unwanted tires, furniture, paint cans, etc. This is an affront to the residents and emphasizes the low opinion some people have for our residents. The Phillips Clean Sweep occurs annually on the second Saturday of October. It involves all four Phillips Neighborhoods and Little Earth of United Tribes in a day long community building event, starting with a free breakfast, the distribution of four hundred free Clean Sweep T-Shirts and then the neighborhood wide clean up. This is all followed by a free lunch and entertainment in Stewart Park. EPIC has helped coordinate, host and manage the event every year for the last ten years. This involves 6 months of planning and fund raising. EPIC and Midtown host Breakfast in the Welna Hardware parking lot and EPIC often has an information table at the party in Stewart Park. It brings out everyone and is a true inspiration for all of the residents. It is the one and only Phillips wide event of the year.





11. Please provide an estimate of volunteer hours provided to your organization in 2016: approximately 800

12. How did your organization reach out to under-represented groups in your neighborhood?

- ☒ Worked on an issue of particular interest to an under-represented group within the neighborhood.
- ☒ Provided notices of annual and special meetings in multiple languages.
- ☒ Provided newsletter articles or web pages in multiple languages.
- ☒ Targeted outreach in apartment buildings or blocks to reach renters.
- ☒ Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.).
- ☒ Held focus groups or open meeting formats for under-represented communities.
- ☒ Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood.
- ☐ Included an Americans with Disabilities Act statement on meeting and event notices.
- ☒ Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation.
- ☒ Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings
- ☒ Other activities (please describe)

13. What more would you like to tell NCR or the community about your outreach to under-represented groups?

Progressive Partnerships

Partnership with Little Earth Native Youth Arts Collective (Community Innovation Fund Grant)

The CIF project gave both Little Earth and EPIC the chance to work cross-culturally. While the EPIC Board has had a majority of persons of color for many years, and Little Earth has worked with many different organizations, at first there was some apprehension in both groups, but also exhilaration. The goal was to expand enrollment, chart a more ambitious course, deepen and sustain an already existing Native Youth Arts Collective. The Collective is comprised of 10-12 youth, ages 14-19, who meet regularly throughout the year to visit museums and arts organizations, review and respond to the work they see, and meet with artists and staff. Hands-on art-making opportunities are included as a way to express and process ideas. Youth interested in participating had to submit an application, with a statement of interest and a resume, to project leads Joe Beaulieu and Heidi Hafermann.

Native American culturally specific support is provided for the youth, through the intentional inclusion of Native teaching artists and community members, and discussion of arts and culture through a Native lens; however, being Native American was not a requirement for participation and the opportunity was available to any youth who wish to submit an application. The youth were considered interns and received a stipend for their participation. Although this collective would be a good fit for teens who consider themselves artists, the primary focus of this project is on utilizing arts organizations as resources to discover possibilities for education, employment and recreation. The stated goals or heart of the Native Youth Arts Collective concept is access, visibility and possibility. Goals and outcomes were measured by how they address these core concepts.



The EPIC Board and membership were treated to a special presentation by Heidi and some of the participants last midsummer. This experience was wonderful...and greatly appreciated by the neighborhood people. The youth showed their growing sensitivity to art and its possibility to spiritually inform and excite the Native youth as well as the neighborhood people. Heidi is clearly a great teacher to have fostered this level of engagement from the youth. The presentation raised the collective consciousness of both groups and there was a unity found in their showing and the community appreciating their work. It was both fun and joyous and a great way to teach each group the value of the other. The youth clearly enjoyed the community's appreciation and sensitive, very positive evaluation of their work. The youth began their presentation timidly and then opened up, pouring out their ideas. There was a lot of laughter and good discussion. It was fun as well as deep. We went over to the Minneapolis Institute and saw and photographed their work. Hearing them talk about what they learned and felt about the experience was meaningful and exciting. For sure this project should continue.



Native Youth Arts Collective presenting their experiences to EPIC Community Members

Partnering with Liga Hispana de Beisbol, which has been working with EPIC and the East Phillips neighborhood youth and adults for years. In the past, EPIC has from time to time provided some financial help, although recently we have provided help with recruitment and, through the East Phillips Park Partnership provided free meeting space. In return the EPIC organization has broadened its participation base in the Latino community and helped our organization to grow with their greater involvement. With mentor Tony Oliva and backing from the Twins organization, they are providing fun and the structured activity of baseball for adults and youth in Phillips and South Minneapolis, but their home base has always been East Phillips. They have mentored youth and brought families together for a center of social activity that goes beyond baseball and builds community cohesiveness and family togetherness in the Latino community and beyond.



Rosie and Alfonso Cruz, leaders & founders, LHDB



Supporter and Twins Emeritus Tony Oliva throws out the ball



Teams line up to sing the USA and Mexican National Anthems

While the Liga is predominantly Latino, many others are welcome and do join in the fun. It has become basically a great community of lovers of baseball and has, some summers, has managed to offer a strong Little League.

Partnering with Clyde Turner's PACE Program (Past Athletes Concerned About Education) provided an opportunity to offer a solid mentoring/coaching program that is culturally sensitive and provided support within the context of the community. Each of the two Basketball Camp's sessions were held Monday through Saturday all day each day. While PACE is a multicultural organization and includes all youth, an intentional effort was made to reach out and serve the youth of East Phillips, with a focus on the Native American youth of Little Earth. The Shakopee Mdewakanton Sioux Community matching grant provided an opportunity for EPIC to collaborate with PACE to bring this experience to Native American youth and others in East Phillips. The coaches/mentors reflected the cultures of the participants. The PACE program involved the utilization of life-skills mentors/coaches, who worked individually and in group settings with youth using a sports setting to teach both their sport and life skills as well. This strategy worked especially well for the youth of our area.



Professional basketball players teach East Phillips Youth how to guard

The EPIC Community Garden and Fall Harvest Party:

EPIC organizes and maintains the Garden as a place for children and youth to learn about plants, fence construction and carpentry.

EPIC's large Community Garden serves 33 families of all ethnicities, involving at least 120 people from everywhere. It has become a major feed place for new refugees to look to EPIC & become involved in the organization. The Garden Group hosted several meetings and parties in the garden, especially **Community Garden Day** where people from all over town come and visit the garden, and also the **Fall Harvest Party**, which invites all of East Phillips. A Native American Day Care has been coming to the garden for several years to garden and spend time with other children, involving about 15 Little Earth children and several adults. It is a great place for low-key, mellow, community engagement. They have been joined by the children from Southside Family Nurturing Center and youth from East Phillips Park Gardening Group. Sometimes they get to interact with the Nepali children who also frequent the garden with their parents. The interaction with new people from both groups is entertaining and they actually discuss plants and are full of curiosity about one another.



Nepali and Somali Youth learning carpentry while mending fences

A grant Of \$5,000 from the Seward Coop to rebuild the EPIC garden fence and paths and provide stipends and carpentry lessons for teens got onto full swing last fall. A major piece of reconstruction was accomplished with teens learning to use laser leveling sights (something really new), drills, post hole diggers and more. Three Nepali teen leaders were recruited and they recruited 13 workers to help. Teens and their helpers learned a lot and became more invested in the community. It was fun and really successful.

Partnership with Osiris,

EPIC's continued effort to eliminate the "Digital Divide":

This year EPIC'S standing committee, the East Phillips Park Programming Partnership, continued to help introduce people to the online world and all of the access it offers. We have realized that job searches, housing searches, help lines and more are all more readily accessible to residents who have even rudimentary computer skills. EPIC is continuing to work with Bill Roddy of Osiris Organization and the Park Board and staff to go further with upgrading the usefulness and level of advanced technology in both the youth and adult computer labs in our Community Center. This has made it possible to partner with Wells Fargo and the City of Minneapolis IT Department, who have provided instructors for free Computer and Financial Literacy classes taught in both English and Spanish.

To continue to take greater advantage of our computer lab, residents must have access to state-of-the-art computer software, namely, the Microsoft Office Suite of programs. With this software, our computer lab students and neighborhood users can learn and use the software the rest of the world takes for granted. The year 2016 was a year of negotiations between Osiris Organization, Microsoft and the Minneapolis Park Board leading to a major advancement of EPIC's computer offerings at the park.

Microsoft Office and Imagine Academy are now included in the East Phillips Computer Labs:

EPIC's partnership with Microsoft, East Phillips Park and Osiris Organization paid off! With tremendous effort and persistence, Bill Roddy prevailed and East Phillips Park can now provide state-of-the-art training and certification in all aspects of the Microsoft Word Suite of Applications. The first classes will teach real computer coding by showing youth how to create their own computer game. We will continue with our free computer and financial literacy classes and add classes in all the applications of "Word".



Bill Roddy, Executive Director of Osiris and a team of local volunteers who work with him.

15. MAJOR HIGHLIGHT #1

The Third Annual SummerFest: This was our Third venture into a major festival, only this time we had no funding. We cannot use our City funding for events or food, so we worked with Holy Rosary Church folks to provide food, which worked out wonderfully and also provided them with a fundraising opportunity. We managed with donations and volunteers and had an incredible time. The neighborhood residents and East Phillips Park Staffer Tammy Williams trained neighborhood youth for a talent show and the results were amazing. Many parents and families showed up to watch their children and teenagers perform. We saw people of a variety of cultures appreciating and applauding dances and songs they'd never or heard before. Youth from late teens to toddlers performed and Gabe Pass managed the sound system, so musical backups were provided for every song, even obscure ones. The lineup of performers was wonderful and quality was great, everything from Prince protégés to tiny tots belting out rock 'n roll. The audience loved it. We should have made a DVD of the whole show, a project for this year of 2017. EPIC was warmly praised putting on such an interesting, wonderful and diverse festival.



16. MAJOR HIGHLIGHT #2

Our major highlight is that a long hoped-for State grant of \$319,000 came to EPIC for East Phillips and was just funded this year on the basis of work done mostly in 2016.

The year 2016 was filled with the work of EPIC leadership, members of other organizations and neighborhood residents who all spent time at the legislature, meeting with the Agriculture and Jobs Commission and other legislators about our projects involving urban agriculture in East Phillips. These projects have been envisioned and steadily worked on since 2014, but we only turned to the legislature in 2016. This involved seeking greater community support and actually educating the Ag and Jobs Commissions on the virtues and possibilities of urban agriculture for both job creation and a local food source. The major planned development is called the East Phillips Indoor Urban Farm seen here below. The community has been meeting steadily throughout 2016 about this major project and has taken it many times to the Agriculture and Jobs Commissions and House and Senate members who would listen. Some of the East Phillips families and residents came with us. This way the neighborhood people were learning through this process how things work. **We hope this effort and this project can make a lasting impact on East Phillips future.**

The Project Backstory:

East Phillips (EPIC) has continued to fight for the future of our children and youth through projects.

This project began in the year 2014 and has continued and grown until now, with the EPIC Board and residents, who were already aware of the damaging pollution, which exists in Phillips, being jolted to a greater awareness by new and more disturbing studies of specific pollutants. An article published by the StarTribune (originally from the Washington Post) highlighted a major connection between an increase in ADHD in children and air pollution, especially the kind released by the asphalt plant and possibly the foundry.¹⁾

Underrepresented children in Phillips struggle with school in any case: second language issues, poverty, asthma, and ADHD. We asked ourselves: what if we are further limiting their life chances by allowing these heavy industries to stay here. EPIC and East Phillips residents decided it was time to continue, but with greater passion and intensity, our effort to remove major polluters from such close proximity to our population with its very high percentage of low-income from communities of color.

1) (November 11th, 2014, by ARIANA CHA, Washington Post

We began again with greater passion to press the deindustrialization of the heavy industry site just east of Cedar Avenue S and straddling East 28th St. We made a PowerPoint, passed motions of support and had strong meetings with many Phillips families to learn how this could damage all of us. Many families became involved.



All us together began a process of learning again ways to make social change and how hard it is. But we've discovered that a large community effort working toward something everybody believes is one of the best ways to achieve equity and mutual trust. The community struggled to remove the foundry and asphalt plant from the neighborhood and began to protest, so far to no avail. Then we began to look at the Roof Depot building. We voted to seek an alternative use for the building, which would begin a de-industrializing process, bring in jobs and move the area toward becoming a more environmentally friendly place.

In 2015 we discovered that the City had been working on a plan for more than a decade to further Industrialize the area by moving the City's water distribution facility called the "Water Yard", with its huge fleet of diesel trucks along with the added congestion and pollution of their one hundred or more commuting employees here to the Roof Depot site. However, we were also told that the Water Yard may need only half the building. Assuming this is the case, residents began considering some possibilities of working together. The community then made an important decision.

The community voted at several meetings to get help to create a plan and a visual expression of the community's hopes. You see here the initial plan, which includes a bicycle and coffee shop on the southeast corner of the roof Depot building that almost touches the Midtown Greenway and, most impressive, a large indoor urban farm, growing food all year round by using solar power and generating jobs that the many Phillips residents without advanced formal education could qualify for and where they could even bike or walk to work. This is neighborhood revitalization through local year-round food production. This is EPIC's plan forged by the votes of the community meetings. We did not have to discuss diversity and equity continually, though we kept these goals always in mind. We had a project which drew everybody into its orbit to work together and mutual equity grew.



EAST PHILLIPS COMMUNITY PLAN

Minneapolis, Minnesota

April 9, 2015

Greenway Bike Shop and Repair

00-000-0

DJR
ARCHITECTURE, INC.

East Phillips Indoor Urban Farm Plan for Roof Depot Site

14. NEIGHBORHOOD PRIORITIES

Please describe any new priorities you have approved.

EPIC has two ongoing Priority Plans...One is for Public Safety and the other is for Rebuilding Phillips with New Home Construction

1) Public Safety NPP

Public Street Safety for our youth compelled us in 2017 to focus attention on the huge number of children in East Phillips and begin a process to address their “street safety”. Phillips, overall, has approximately 7,000 children and youth and most are concentrated in East and Midtown Phillips. That is more than Powderhorn, Kingfield, Linden Hills, East Calhoun and Kenwood combined. We have a lot to protect. Two EPIC Board Members, Margarita Ortega, and Rosie Cruz and resident Rob Cernik took this challenge to heart and pushed for speed bumps in critical spots where speeding cars and young children interact too closely and too frequently. Because of their efforts the 2400 block of 18th Avenue and the 2900 block of 16th Avenue now have Speed Bumps. EPIC paid half the cost of each and Rita, Rosie and Rob raised the rest, from Little Earth, Southside Family Nurturing Center, Holy Rosary Church and BabySpace for 18th Avenue and DurDur bakery as well as property owners for the 2900 block of 16th. EPIC leadership sent letters to all absentee landlords to gain their approval and financial support. They helped put our funding over the top. This project pulled the blocks together and formed a lot of unity and participation in EPIC is beginning to come from this.



2900 Block Sixteenth Avenue with new Speed Bumps

2) New Home Construction NPP

- The issue was vacant lots providing parking lots for prostitution and drugs. Folks demanded real change.
- The neighbors were unable to deal with the crime.
- EPIC was finally able in 2015 to refill our lost housing budget that was drained by the Mayor’s actions in 2010. Frankly. We did without staff partly to save money for this and the EPIC Board helped PRG raise the rest by speeches and writing support letters.
- New Home Construction is now a Neighborhood Priority Plan to fill our vacant lots. EPIC now has two houses completed with Kathy Wetzel’s signature wonderful color scheme and two more on the way. These are the 32nd and 33rd new homes the EPIC Board has initiated for the neighborhood. The house you see here was started in summer of 2016 and has now been sold. The other soon followed. Habitat has built two more three to four bedroom beauties on the same block and another is coming at 2921 18th Ave S. We hope this will give



East Phillips stability for years to come. We are hopeful new families will be attracted to our neighborhood. That will make 38 new homes EPIC has brought to the neighborhood. Neighbors felt we were going the way of Detroit when we started. Anyone who has been here a while know the difference this has made to the whole future of the neighborhood.

[Learn more about Neighborhood Priorities](#)

We'd love to share your highlights with others.

If possible, send digital photos, videos, illustrations or a link to any of these to alwayscr@minneapolismn.gov with the Subject Line: **2016 CPP Annual Report Images**. If you have a large digital file, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.