

COMMUNITY PARTICIPATION PROGRAM
Application Template.

Please feel free to use this template as a guide to developing your submission for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

CONTACT INFORMATION:

Organization Name:	Corcoran Neighborhood Organization
Address:	3451 Cedar Ave S Minneapolis, MN 55407
Website url:	www.corcoranneighborhood.org
Organization email:	amy@corcoranneighborhood.org
Federal EIN:	41-1535894
Board Contact:	Name: Gwen McMahon
Staff Contact:	Name: Amy Arcand

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

- 1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?**

CNO will engage residents through surveys, door knocking, outreach, committee meetings, and general membership meetings. We will use our proven communication tools--the monthly *Corcoran News* newspaper which we hand-deliver to every household, and our bi-weekly e-mail newsletter--to alert residents to planning sessions and seek their involvement and as always, we will door-knock every household in Corcoran at least once a year. Participants in *Mujeres en Accion y Poder*, a Latina women's group run by CNO Organizer Silvia Perez Sanchez, will assist with connecting us to the Latino families in Corcoran. Participants of Corcoran GROWS, a CNO neighborhood sustainability group founded on Transition Town Principles, will use its vast network to further our outreach.

- 2. What regular outreach and engagement activities will your organization carry out in 2011?**

Corcoran News and electronic Advocate: CNO publishes a monthly, volunteer-driven newspaper that is delivered to every household in the neighborhood. It contains the original work of at least 10 residents each month concerning issues, ideas, and events unique to the Corcoran neighborhood and surrounding area. The *Neighborhood Advocate* is an electronic newsletter that compliments the monthly paper by offering shorter, more timely pieces about

events, meetings, and issues in the neighborhood.

Land Use: The Land Use & Transportation committee will continue to partner with academic, government, and professional planning experts to learn more about citizen-identified topics of interest and bolster the community's planning objectives by increasing its credibility. For example, when committee members identified a need to develop policy on sustainable development in early 2010, CNO partnered with the Center for Sustainable Building Research at the University of Minnesota to facilitate a series of priority-setting and consensus-building sessions. The resulting policy brief was amended to the 2010 Request for Proposals (RFP) for 2225 East Lake. More recently, CNO and the Center for Urban and Regional Affairs (CURA) at the University of Minnesota collaborated on research examining public parking in the context of redevelopment at southwest Lake and Hiawatha, and in the context of the shift from automobile-oriented to transit- and pedestrian-oriented land use patterns. The project included a Roundtable meeting that convened stakeholders including residents, the YWCA, Minneapolis Public Schools along with prospective developers and City and County planners to foster collaboration on shared public parking solutions that minimize both costs and the built number of parking spaces.

Housing: The goals of the Housing committee are to help resolve nuisance issues that threaten neighborhood housing, attract prospective new home buyers to the Corcoran neighborhood, help shorten the vacancy period for foreclosed housing, and help to maintain, improve, and make more energy efficient the Corcoran neighborhood's housing stock. CNO will foster participation by Corcoran residents and business owners in land use and housing issues and decisions in the neighborhood and at least 250 Corcoran homeowners will participate in Community Energy Services (CES), a one-stop residential energy program in partnership with the Center for Energy and Environment, with the majority of these making recommended improvements to their homes.

Midtown Farmers Market: The Midtown Farmers Market (MFM), a project of CNO entering its ninth season in 2011, is a proven venue for engaging residents. Each season, the Market hosts cultural events, workshops, cooking demonstrations, activities for kids, and community tables to engage and attract residents. An advisory committee of 15 residents and local food professionals meet monthly to ensure the success of the market. In 2011, the all-local MFM will launch the second season of *Market Bucks*, an incentive program to increase the usage of EBT (food assistance) at the market, and continue an outreach campaign to residents who use food assistance. MFM was the first market in Minnesota to accept EBT.

Corcoran GROWS: The mission of Corcoran GROWS is to educate residents about global resource depletion by sharing knowledge, skills, and resources at the local level; to advocate for personal and collective actions that sustain and improve life for present and future generations, and to rejuvenate relationships with ourselves, our neighbors, and the land. In 2011, GROWS will break ground on a community garden and ensure that 25% of participating families represent traditionally underrepresented residents, organize speaker series, fairs, trainings, discussion groups, and workshops for residents to learn about the Transition Town movement. GROWS aims to expose at least 500 people to Transition principles each year. In addition, GROWS plans to collaborate with emerging Transition groups in the area to share best practices and explore policy change opportunities at the local and state level.

Mujeres en Accion y Poder (MAP): MAP conducts outreach to Latino families and identifies issues in the community, especially those impeding a higher quality of life. In 2011, Community Organizer Silvia Perez Sanchez will continue to organize three weekly women's groups at Corcoran and Powderhorn Parks and launch a new leadership development project for and with Latina women from MAP in order that more residents might engage in the life and leadership of the neighborhood. We will engage residents through the Latina-created, Latina-led community garden in Powderhorn and conduct regular outreach in the neighborhoods and through events hosted by MAP. The Corcoran women's group plans to identify and introduce themselves to all of the Latino households in Corcoran this year.

Block Clubs: CNO plans to engage at least 500 residents this year in direct efforts to make the Corcoran neighborhood safer, through neighborhood-based crime prevention trainings, National Night Out planning barbecues, and recruitment of new crime prevention leaders. We plan to foster block club activity and build National Night Out participation to 80% by 2012 with at least 60% participation by block.

3. How will your organization reach out to under-represented groups in your community? Who are these groups?

See above. A diverse, working-class community in the heart of south Minneapolis, the Corcoran Neighborhood Organization exists to serve the 4,228 residents of the Corcoran neighborhood. Our programs are designed to meet the needs of all residents; however, some of our programming, like Mujeres en Accion y Poder and Market bucks, are designed to specifically meet the needs of under-served groups in the neighborhood.

4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).

Every two years, CNO conducts a strategic planning process and will do so again in 2011. In addition, the CNO board recently created an organizational sustainability committee to draft recommendations on how to maintain a financially stable organization long into the future.

One area of recent focus has been the imminent redevelopment of 3 properties totaling 9-1/2 acres at the southwest corner of Hiawatha and Lake. In 2008, Minneapolis Public Schools announced it would sell for redevelopment its property at 2225 East Lake (the RFP process was mentioned earlier in this proposal). This brought the opportunity to realize the citizen-generated, transit-oriented Corcoran Midtown Revival Plan but threatened to drain 8 years of citizen equity from our Midtown Farmers Market, whose lease would end on sale. Citizen leaders developed a two-pronged proactive strategy to engage government partners and local developers to ensure that Corcoran's needs were met. In late 2010, the School District selected a development team, with whom CNO has worked extensively, for the site. In 2011, the Corcoran Land Use and Transportation Committee will continue to work closely with the selected developer on site design and implementation.

5. How does your organization provide information to the community? How do you gather information from the community?

CNO provides information to the community through a variety of media: *The Corcoran News*, *The Neighborhood Advocate* e-mail newsletter, flyers, block clubs, E-democracy, community meetings, websites, personal conversations, events, Facebook, and Twitter. However, we find that our most effective means of communication occurs on a face-to-face level, whether at community gathering or through informal conversations “over the fence.”

As a grass-roots, citizen-participation organization, CNO continually gathers information from the community and creates goals based on priorities identified by residents. Each year neighborhood leaders door knock the entire neighborhood to engage residents and seek feedback. Residents are encouraged to attend community meetings, committee meetings, and events happening in the neighborhood, however, we know that we can not solely rely on meeting attendance as a mechanism for feedback so we are continually seeking new innovative tools for organizing residents. For example, we host a National Night Out Planning Barbecue every year for block leaders to share their ideas and use art as a vehicle to bring diverse groups of residents together around a common endeavor. CNO staff and board members all live in the community and have built personal relationships with residents on every block in the neighborhood.

6. What festivals and events will your organization host or support in 2011?

Corcoran GROWS: On February 12, Corcoran GROWS will host the second annual Sustainability Fair at Corcoran Park featuring booths and workshops on community gardening, skill sharing, weatherization, Transition Town, permaculture, and much more. They will also host movie nights, pot lucks, and a resource sharing event this year. In the Spring, GROWS will start a new community garden in Corcoran and plans to have a harvest festival in the Fall. If funding is approved, GROWS will launch a two-year public art project this Spring aimed at calming traffic and building community through “Paint-the Pavement” events and other resident selected public art projects.

Green Sweep: CNO revamped the traditional Clean Sweep event by incorporating tools, like the Corcoran Neighborhood Cleanup Guide and neighborhood-wide Garage Sale, to keep items out of the landfill. Through a month-long Green Sweep education campaign every Spring, we have reduced the amount of items that volunteers pick up on our annual Clean Sweep day.

Volunteer Recognition Dinner: Every February, we host a volunteer recognition dinner to honor the people who make Corcoran strong. Over 100 people gather to share stories, reunite with old and new friends, and hear who is nominated for *Volunteer of the Year* and the *Lifetime Achievement Award*.

Market: The Midtown Farmers Market hosts activities every week that include; Native American Celebration, Bike Day, vendor appreciation day, Scandinavian Day, Energy Day, Bluegrass Saturday Morning, monthly experiential learning activities for kids, weekly story time, and community education activities (cooking demos, composting workshops, Master Gardeners, etc.). The committee would also like to host a local farm tour in 2011 and are in the process of exploring options.

Mujeres en Accion y Poder: MAP will host an annual Mother's Day Celebration at Powderhorn Park for Latino families as well as events for Dia del Ninos, El Dia de Muertos, and El Dia Navidad.

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

CNO has done a good job of diversifying our funding sources and expanding programming to meet the needs of the neighborhood. In this proposal, we talk about all of the things that CNO does with the understanding that funds from NCR will only cover about 17% of our budget.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?

Extensive resources are spent every year by neighborhood organizations on things like health insurance, technology support, translation, and nonprofit insurance. NCR could evaluate the current needs and explore various cost-saving options.

ESTIMATED BUDGET

Staff Expenses	\$28,268.88
Employee Benefits	\$5,000.00
Professional Services	\$
Occupancy	\$8,000.00
Communications/Outreach	\$3,000.00
Supplies and Materials	\$1,500.00
Festivals and events	\$
Food and refreshments	\$
Development	\$
Fundraising	\$
Other Services	\$
TOTAL:	\$45,768.88

Notes:

- Staff expenses should include payroll, FICA, and withholding, or staff contractors.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Festivals and events can include any costs related to community events and festivals.
- Food and refreshments can include the cost of any food or refreshments related to your organization’s community engagement efforts (may not exceed 5% of your

organization's CPP allocation).

- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).