
COMMUNITY PARTICIPATION PROGRAM
Application

CONTACT INFORMATION:

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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?

The Whittier Alliance has fostered an environment of open communication and stays aware of and adapts to trends and changes in the Whittier neighborhood. Whittier residents and businesses have already been part of a broad engagement process in the development the NRP Phase 2 Action Plan. This Plan is still being implemented by the Whittier Neighborhood. The NRP Steering Committee, Task Forces and recipients of the actionable strategies are highly engaged in this process. The areas of focus are: Housing, Business & Local Economy, Safety, Youth & Visual Identity.

The Whittier Alliance has anticipated the completion of NRP initiatives and evolving neighborhood needs and has undertaken the process of developing a Strategic Plan focusing on the next 3-5 years. The Strategic Plan will outline a new vision and actions based on community feedback. The Strategic Plan will engage Whittier stake holders via an electronic survey, a paper survey and facilitated focus groups. Targeted focus groups are: rental property owners; business owners; renters; home owners; Social Service &

Faith Based organizations and Institutional organizations; and Somali & Latino residents and business owners. The timeline for completion of the Strategic Plan is spring 2011.

Whittier's well attended monthly, public meetings, where topical issues are addressed, will continue to be a source of information and guidance for the work of the Whittier Alliance.

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

As mentioned above, the Whittier Alliance facilitates monthly community meetings. The agenda changes depending on the requests and influences affecting the development and/or livability of the Whittier neighborhood. These meeting will continue on their regular schedule.

Other outreach activities and events will continue as funds allow. Dog Days of Winter, World of Whittier Family Fair, regular meetings with the Faith Based organizations, block club development, neighborhood clean ups, youth field day, collaboration with the Greenway and community gardens, work on historic preservations guidelines, out reach to rental property owners for curb appeal improvements, promotion of the Whittier neighborhood Eat Street and housing options, regular communication with residents and businesses owners via e-blasts, mailers and fliering and personal meetings.

Our street level, store front office is open to the public from 9-6pm M-F with a lively number of visitors and/or complainants each week.

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

We will continue our efforts to reach and engage the under represented by partnering with schools, Faith Based and youth serving organizations who also connect with minority populations by providing day care, tutoring and other necessary services. We will continue to work with Rental Property Owners and managers who help us coordinate safety seminars with non-English speaking communities, renters and reach young adults and students.

The groups who are least active in neighborhood decisions are the Somali and Latino communities and young adults 18-25. However, they participate in neighborhood events and activities such as the World of Whittier Family Fair and the Youth Field Day.

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

Working with a consultant, we are in the process of a 3-5 year Strategic Plan which is scheduled for completion in the spring of 2011.

We are in the process of working with a consultant to develop a Historic Preservation Guide for residential and business property owners throughout the Whittier neighborhood. The guidelines will educate property owners on the value of preserving and restoring older buildings which include not only architectural features but also the “green” factor, economic, character and cultural history.

We will be working with the Heritage Preservation Dept of CPED to rewrite the Washburn Fair Oak Historic District Guidelines. The guidelines were originally written in 1978 and have not been updated.

We continue to work on planning and implementing mini-events to draw patrons to Whittier’s restaurants and retail businesses to strengthen our commercial vitality.

We will continue to work on the providing micro-grants to youth providers in the Whittier neighborhood.

We will continue to work on finding independent financial resources that will allow for more flexibility in our initiatives.

We will continue to do land use planning, housing evaluations and make zoning recommendations that will create more diversity in housing choice in the Whittier neighborhood.

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

Our website is kept up to date and we drive people to the website with every communication. We also have a Whittier yahoo group forum which distributes information to over 500 subscribed email recipients. Information is also distributed via mailed postcards, volunteer delivered fliers and a 2ndary (and separate from the yahoo e-group) email list of 700 residents and businesses who have attended meetings over the past several years. Our community organizer door knocks on a regular basis to engage residents and distribute information. In addition we use the block clubs and church bulletins as a distribution network.

While all of these methods work, none of them work 100% of the time. Attendance at our meetings and events are frequently interest or issue driven with a solid number of habitual core activist in attendance on a regular basis to keep things honest.

Each community meeting starts with a dedicated timeframe for constituents to bring forward recommendations or concerns for the Whittier Alliance or a task force to act on. We solicit input at all meetings and will be getting guidance from the community during the Strategic Planning process. Alliances with the 5th Precinct Law Enforcement Group (LEG), Faith Based, social service & youth providers in the neighborhood also serve to inform the Whittier Alliance of needs or changes in the neighborhood.

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

A series of Eat Street Excursions which are sponsored by the Whittier Alliance and Business Assn. in partnership with the Minneapolis Institute of Arts Third Thursday event will be held again. These events draw people to the Whittier neighborhood and to Eat Streets dining and retail destinations.

The Whittier Alliance will also sponsor a number of free community building events. These events are geared toward building familiarity and loyalty to the Whittier neighborhood. Events include:

- World of Whittier Family Fair (co-sponsorship) A free event featuring resource tables, food and entertainment
- Music in Washburn Fair Oaks Park: Free summer concert. One scheduled so far
- May Day Soiree Live Silent Auction Benefit for the Whittier Neighborhood featuring Eat Street food and entertainment
- Neighborhood Clean-Ups & Greenway Clean-Ups
- Clinton Field Park Potluck
- Parade of Community Gardens (co-sponsorship)
- Youth Field Day
- Rental Property Owners Roundtables
- National Night Out Parties (12 in Whittier in 2010)
- Annual Meeting with Good Neighbor/Good Business recognitions
- Annual Green Fair
- City Energy Services Seminars (collaboration with Center for Energy and Environment)
- We have nominated 2 homes for the Mpls-St Paul home tour

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

The Whittier neighborhood is over 15,000 people with broad economic, cultural and life- style diversity. There are a lot of demands on and expectation of the neighborhood

organization and a lot of complexity in the lives of people we serve. While the Whittier Alliance does its best to engage every constituent, our goals and events are not priority to many. While 20 minority families might enjoy the Annual Clinton Field neighborhood potluck they might not be interested in participating the decision making process.

Neighborhood initiatives do support the strength of City in a bottom up way. The WA focuses on gathering maximum input and moving forward with neighborhood improvements for the benefit of all. Engagement and participation at the neighborhood level is reflective of the population but not always in a way that is publicly noticed. I would ask that the NCR keep its expectations realistic; not flood neighborhoods with carrying out what the city has not been able to accomplish; and not expect automatic support or partnering for projects coming from the NCR.

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

Provide Officers and Directors Insurance; cover the expense of an annual or (bi-annual audit), don't get too demanding on providing paperwork and reports; improve the City data on population, incomes, housing type and value by neighborhood—and I'm sure more but

ESTIMATED BUDGET

1-Staff Expenses	\$109,600
2-Employee Benefits	\$ 16,050
3-Professional Services	\$ 25,400
4-Occupancy	\$ 18,850
5-Communications/Outrch	\$ 17,350
6-Supplies and Materials	\$ 4,000
7-Festivals and events	\$ 3,750
8-Food and refreshments	\$ 725
9-Development	\$ 2,500
10-Fundraising	\$ 3,100
Other Services	\$ 2,000
TOTAL:	\$203,325

Notes:

- 1-Staff expenses should include payroll, FICA, and withholding, or staff contractors.
- 2-Employee benefits should include any health insurance, retirement, or other benefits.

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- 3-Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
 - 4-Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
 - 5-Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
 - 6-Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
 - 7-Festivals and events can include any costs related to community events and festivals.
 - 8-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).
 - 9-Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
 - 10-Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).