
COMMUNITY PARTICIPATION PROGRAM
Applicant: Citizens for a Loring Park Community (CLPC)
Submitted: June 30th, 2012

CONTACT INFORMATION:

Organization Name:	Citizens for a Loring Park Community (CLPC)
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Organization email:	loveloring@gmail.com
Federal EIN:	41-1676234
Board Contact:	Name: Christopher Hoffer
Staff Contact:	Name: Jana L. Metge
Who should be the primary contact for this submission? Jana L. Metge, CLPC Coordinator	
Date of Board review and approval: Monday, June 17 th , 2012	





- 1. Eligibility.** *If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.*

Citizens for a Loring Park Community (CLPC) is under contract presently and completing their prior workplan.

- 2. Community Participation efforts.** *Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?*

Goal: Partner with the City of Minneapolis in the NUSA 2013 National Conference.

CLPC is playing a vital role in the upcoming NUSA National Conference hosted by Minneapolis in May 2013. CLPC is a partner with the City in the development and implementation of this conference. In this role we shall:

- A) Provide financial management for the Conference, serving as the fiscal agent.
- Establish and monitor a Conference budget.
 - Establish and maintain a separate Conference bank account and issue checks in accordance to the Conference budget.
 - Reimburse the City for any contractor expenses.
 - Reimburse the City for any expenses, including staffing costs, related to the City's performance and duties.
 - Execute a contract with the Conference hotel, the Hyatt Regency Minneapolis.
 - Provide accounting to the City for the Conference by August 1, 2013.
- B) Develop and support a fundraising plan. This includes:
- Establish fundraising goals and timelines
 - Identify potential funding sources, and
 - Solicit funds from identified sources.
- C) Coordinate and support the engagement and involvement of Minneapolis neighborhoods in the planning and implementation of the Conference.

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- D) Provide staff support for the Conference Planning Committee.
- E) Provide coordination and staff support for Conference event planning and logistics regarding:
- Conference receptions, including the opening night reception, and
 - Host neighborhood activities
- F) Provide coordination and staff support for the Conference tours.
- G) Provide coordination, planning and staff support for the Conference's workshops.
- H) CLPC shall maintain a balance of \$25,000 in the Conference bank account through the conclusion of the Conference. Upon closing of the Conference books at the conclusion of the Agreement with the City of Minneapolis, any funds remaining in the Conference bank account shall be designated for the City's Community Participation Program through a donation to the City of Minneapolis.

The CLPC Board's four (4) main focus areas for the NUSA 2013 Conference will be to develop tours, apply to teach workshops, and develop through organizing and outreach "Host Neighborhood events and activities" in partnership with the NUSA 2013 Planning Team. They will take an active role in greeting and welcoming participants to the Neighborhoods USA Conference and serve as volunteers for Registration and helping with Conference Events.

Goal: Complete our Neighborhood Master Plan and identify one (1) priority contained within this plan to Implement post City and Met Council approval.

CLPC has been conducting extensive outreach and doing a Land Use Master plan, a project of NRP Phase II since Spring of 2010. We are in the final stages of completing this document. Focus areas for this plan are a) freeway edges/the perimeter of the neighborhood, b) the perimeter of Loring Park, c) Nicollet Ave., and d) the Harmon Area. Features of a completed plan will include the areas of Land Use, Public Realm, Multi-Model Transportation, Cultural Assets & Opportunities, Parking, Housing, and Community Partnerships.

Final community engagement steps will be an Exhibit at our Annual Loring Park Acoustic Music Festival, an Open House in the Fall which will kick off the city's 45-day public review process, and Master Plan Steering Committee meetings. The Steering Committee consists of residents, property owners, businesses, and cultural arts organizations. It is diverse and strives to be geographically representative of the community.

We have found that Events provide to CLPC not only a public relations exposure, but an excellent opportunity to present neighborhood projects and initiatives. Active Board members and volunteers set up a CLPC booth – a "Community Front Porch" we call it and invite folks to sit down, pull up their chairs and discuss community issues. CLPC initiates the Loring Park Acoustic Music Festival, sponsors the Loring Art Festival and Neighborhood-wide National Night Out celebration, and participates with the annual PRIDE Festival. Additionally, we partner with MPRB on an annual Winterfest and with World Mission Prayer League on hosting a neighborhood-wide Holiday party and Curry dinner.

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- 3. Building organizational capacity.** *How will you work to: a) provide opportunities for the direct involvement of members, b) build your membership and volunteer base, c) encourage and develop new leadership, and d) expand the organization's capacity through self-assessment and other activities.*

CLPC continues to host Community Forums through their monthly Land Use and Livability Committees. The mission of the Land Use Committee is to “provide a forum for residents, business, and others interested in the land use development of the neighborhood to voice their ideas in a way that is constructive to the long term health and success of the neighborhood and its constituents.”

Our Livability Committee, which also meets monthly has a mission to “provide a forum for residents, businesses, and others interested in public safety, public policy, and livability issues. The Livability Committee works on public realm issues of streetscape, tree planting, and pedestrian lighting.

Our philosophy is “Each one, Reach one” and it is the responsibility of all to spread the word, bring a friend, have coffee, share information with neighbors, and go out and meet neighborhood organizations/businesses.

We have had an intentional Outreach Focus to “Build stronger connections with Minneapolis Technical and Community College. We have had a long-standing working relationships with President Phil Davis, the Administrative staff, and the Facilities Staff. But, we decided to pursue outreach to Professors and Students. Three years ago, we participated with the MCTC Health Fair. From the CLPC Information Booth, we did 300 individual clipboard surveys with students to assess their perception of the Loring Park Neighborhood. Through those surveys, we had consistent input that students did not venture into our community. They were afraid.

We set about an intentional set of strategies to address this response -

1. CLPC Coordinator worked with several Professors to speak in classes about the Loring Community;
2. One of our Condo Associations structured “Community Conversations” between students and Loring Park Residents in that building;
3. CLPC Coordinator worked with two Professors to develop classroom projects which included neighborhood walk-a-bouts followed by a classroom discussion;
4. CLPC appointed two of their Boardmembers to participate on a student committee
5. CLPC appointed another Community Member to participate on a MCTC Committee working on a Student Health Clinic and Community Center;
6. CLPC invited MCTC Staff, Administration, and Students to participate in their Loring Park Neighborhood Master Plan development.

To date, we have had participation by a dozen MCTC Professors, dozens of students, and the MCTC Student Council President. One (1) Professor and one (1) student serve on the NUSA 2013 Planning Team. The CLPC Coordinator serves on a MCTC Advisory Committee creating curriculum for a new Community Development/Community Organizing course. This course will provide onsite internships for students, thus expanding not only the organizing capacity for CLPC, but increasing the membership. We have found through the past year, that student engaged with us have moved into the community and are active volunteers with our events.

We post our meeting agendas, minutes and events on our website. Committee agendas, minutes, Master Plan Community Engagement previews, and Gathering summaries are also posted on our website allowing virtual community involvement – www.loringpark.org. Our Building

contacts post CLPC activities on bulletin boards in rental buildings, in laundry room and elevators in Condo buildings, at the Oak Grove Grocery, at Dunn Brothers and in Loring Park. Monthly, our Coordinator attends the Loring Park Property Owners & Managers meeting and connects with another twenty (2) multi-building property owners. Updates are given, as well as Meeting and Event information to post. Additionally, we have a vast email network and partner organizations that will post our activities and events via their email networks. Last, we coordinate CLPC Presentations at Condo Board meetings and at Loring Business Association meetings.

4. **Building neighborhood relationships.** *Describe your outreach, networking, and inclusivity efforts to: a) build a sense of a whole neighborhood among residents, b) build bridges among neighbors and diverse communities within the neighborhood, c) work with other neighborhoods and organizations on issues of common interest, d) build partnerships with private and public entities, and e) benefit the neighborhood as a whole.*

Supporting our **small businesses** is an ongoing and intentional partnership. CLPC supports our businesses and many times assists in the promotion of events and ongoing activities at their locations. This supports the establishment, but it also provides an opportunity for outreach. Beginning Spring 2012, we experienced gunfire, narcotic sales, and prostitution loitering along Nicollet Avenue – “Eat Street”. Through our Downtown Court Watch partners we organized weekly Nicollet Avenue Safety strategy meetings. Participants included three affordable housing buildings, Eat Street Businesses, Loring Business Association Director, Minneapolis Police Department, CRT/Community Response Team, Downtown Improvement District, St. Stephens Human Services and Street Outreach, Hennepin County Attorney’s Office, City Attorney’s Office, CCP/SAFE Liaison, and Hennepin County Sheriff’s Department. An innovative safety strategy was developed and will be implemented June – October 2012. Each stakeholder at the table developed items which they will do and we report back to each other weekly, share any new trends or issues, we all recruit in new partners.

CLPC, through its Livability Committee works with the Minneapolis Police Department to create and develop annually a Community Policing Plan. For 2012, our partnership goal is to train ten (10) building contacts. Additionally, we will conduct no less than four (4) safety seminars within individual buildings. These contacts will be our point people for each building. Organizing in a hi-rise, multi-family, vertical neighborhood – doorknocking is not allowed and illegal to trespassing. We are dependent upon events and these Safety trainings to recruit volunteers and participation and to build connections with each building and their property management companies.

The CLPC Coordinator, with participation and training of volunteers develops and implements an Annual Community Outreach Plan. This plan builds organization capacity and input collected guides committee work. Additionally, our Coordinator structures **Intentional 1:1’s**. An **Intentional 1:1** is an unstructured meeting with someone in the community. This meeting has no agenda and is an opportunity for the Coordinator to meet with folks and listen. Through this listening, the Coordinator hears and thinks about the asset this individual could offer the organization and the community.

Following is an example of an **Intentional 1:1** held with a MCTC Professor - In listening to the Professor talk about the need to engage more with the community, conversations led to a) increased participation by MCTC students in CLPC activities and committee, b) CLPC participation in the annual MCTC Health Fair by sponsoring an Information Booth, c) CLPC

participation in the MCTC Climate Committee, d) introduction to and involvement of nine (9) more MCTC Professors, e) engagement of CLPC with Roundtables at MCTC on issues of students experiencing homelessness, f) participating and presentation by the CLPC Coordinator in classes on Public Policy and Activism, and g) involvement of MCTC students in the Loring Park Master Plan effort. None of these outcomes were projected or thought of but for listening at this **Intentional 1:1** meeting with the MCTC Professor. Another example was an **Intentional 1:1** with a new Loring Park resident. The outcome of this conversation led to artistic involvement and participation with the Loring Park Master Plan process by this resident.

Last, but not least.....Informal and spontaneous conversations with neighbors. Our Boardmembers and Committee Chairs just “talk to folks”....every opportunity they get! They take very seriously the philosophy that “leadership lies in the neighborhood” and that the “assets within our community, can further our revitalization efforts. So, our volunteers and boardmembers introduce themselves to people in the neighborhood. They talk to folks. They participate in events. They staff our information booth. They invite folks out for a cup of coffee. They call new people that they meet. They work to provide a welcoming environment at our Community Meetings. They network....they build community..... **“Each One, Reach One”**.

5. **Involvement of under-engaged stakeholders.** *Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department could help with this work.*

Loring Park has a high **Russian-speaking Senior** population. We would like to structure activities and discussions with residents from three (3) of our hi-rise buildings. Over 2011-2012, we provided translated Safety Seminars and “Meet and Greets” complete with food and music. We now have our residents attending the CLPC Annual Meeting and all events. Relationships = a feeling of safety = participation. Ensuring an atmosphere of “feeling welcome” is crucial to anyone’s participation.

The Loring Park Acoustic Music Festival - We believe that this is a way to reach out to folks unable to participate in our monthly meeting schedule and to informally engage them in dialogue. We will formally survey Loring Park residents on the concepts and priorities established in our Loring Park Master Plan. Musicians involved have been selected due to their involvement in and with the Loring Park Neighborhood. Some of the musicians live in the neighborhood, others work in the neighborhood. We are working with rental property owners to publicize the event within the rental buildings. We see this as a great opportunity to connect with Loring Park residents. Again, in a vertical neighborhood with all building inaccessible events are indeed a way that we gain volunteers and involvement in the neighborhood.

The Neighborhood Community Relations Department can help us through pursuing and obtaining additional neighborhood funding. They can continue to coordinate city-wide support for the programming that serves the neighborhood. They can continue to help us access other program funding and help us to secure in-kind resources, along with ongoing CPP training for new neighborhood volunteers. It would also be great to coordinate an annual “Meet and Greet” of all Minneapolis Neighborhoods to share projects, events, information, and issues. CLPC could offer the 1st of these and possibly line up our partner, The Woman’s Club of Minneapolis to host it!

6. Housing Activities. Neighborhoods should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

Goal 3: Promote sustainable design practices in the preservation, design, construction, and maintenance of the natural and built environment.

Loring Park is one of only a handful of neighborhoods in the United States pursuing LEED-ND certification (Leadership in Energy and Environmental Design for Neighborhood Development).

In early 2010, in conjunction with the beginning of the neighborhood Master Plan, CLPC started to create a vision on how sustainability could play a more integral role in the community. CLPC received a grant for a CURA Research Student to compile data on how to best assess and move forward with this vision. LEED-ND was then used as a tool to help guide our Neighborhood Master Plan process. Following the completion and adoption of our Neighborhood Master Plan Fall of 2012, we will move forward with our U.S. & MN Green Building Council to develop and pursue Implementation strategies.

Housing & housing-related activities are approximately 40% of the organizational focus at this time.

7. Unused funds. CLPC funds will be fully utilized by June 30, 2012.

The Board of Directors and Volunteers of Citizens for a Loring Park Community continue to be dedicated, driven folks, committed to the continuation and work of the neighborhood. Members of CLPC works towards and are committed to the organization's mission "to cultivate continuing leadership and help a diverse neighborhood realize a more harmonious, thriving, and beautiful community."

Neighborhood Priority Plan – Citizens for a Loring Park Community will identify, prioritize, and develop a Neighborhood Priority Plan once our Master Plan Document is approved and adopted. This Neighborhood Priority Plan will be the 1st Implementation piece from the Master Plan Implementation Chapter.





ESTIMATED BUDGET

Staff Expenses	\$ 70,000.00
Employee Benefits	<i>Included above</i>
Professional Services	\$ 3,000.00
Occupancy/Rent	\$ 7,200.00
Communications/Outreach	\$ 3,000.00
Supplies and Materials	\$ 2,860.00
Festivals and events	\$ 6,000.00
Food and refreshments	\$ 0.00
Development/NPP – TBD	\$ 22,250
Fundraising	\$ 0.00
Other Services	\$ 0.00
TOTAL:	\$ 114,310

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.