

COMMUNITY PARTICIPATION PROGRAM
2012-2013 Submission

Northside Residents Redevelopment Council (NRRC)

Willard Hay and Near North Neighborhoods

CONTACT INFORMATION:

Organization Name:	NORTHSIDE RESIDENTS REDEVELOPMENT COUNCIL
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Board Contact:	Name: RAYMOND DEHN
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Who should be the primary contact for this submission? ISHMAEL ISRAEL

Date of Board review and approval: October 15, 2012

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

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. N/A

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?

NRRC will increase our semi-annual all district meetings to quarterly. Additionally we will be implementing a block by block outreach effort to identify additional block club leaders and interested resident leaders who have the interest in becoming micro-conduits for distributing information on city, county, state and neighborhood activities including but not limited to: policy changes, providing public comments on proposed developments, zoning changes, building variances and other issues affecting livability.

Organize and rally these leaders to participate in the agenda of the organization's annual strategic planning session. With the goal of continually enhancing the overall strategic plan to broaden citizen participation.

All of which will contribute to a Neighborhood Priority Plan that is broad and inclusive of the general resident constituency and under represented resident segments.

3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.
 - a. We will encourage direct involvement by revamping the organization's web site so that navigation is intuitive and accessible to the broadest resident population as possible. Fostering the goal of providing residents with timely information on city and county activity relating to livability; holding regular forums with ample opportunity for resident participants to voice opinions on the direction of the organization as well as the continual reshaping and enhancement of the community.

- b. We will build our membership base by actively participating in events hosted by other neighborhood organizations and recruit members from those bases, many of whom belong to under represented groups.
 - c. We will host annual board member training and continue to offer access to those training sessions to a limited number of resident block club leaders who are not board members;
 - d. Annual board retreat shall consist of reviewing the strategic plan goals and critiquing the prior year's accomplishments and shortcomings. Then revising the future plans accordingly; several mini-surveys will be taken throughout the year and reviewed and analyzed as part of the board retreat agenda
4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.
- a. We will increase our semi-annual all district meetings to quarterly; July 2012 began hosting an annual neighborhood activist awards event to celebrate residents and organizations offering services to the neighborhood;
 - b. Increase co-sponsorship of cross organization events geared towards resident engagement (i.e. Stop Racism workshops with Harrison and Heritage Park Neighborhood Associations);
 - c. encourage staff and board member attendance and membership in other neighborhood organizations so each respective organization's events are attended by the other's members;
 - d. Encourage NRRC staff to establish and maintain effective relationships with key staff members of governmental and non-profit agencies;
 - e. Ensure NRRC staff and board leadership to continually engage with governmental, non-profit agencies and foundations so each remain abreast with the activities of one another so opportunities to create synergistic partnerships are more likely. This will lead to additional outreach opportunities; as well as outreach efforts having a broader base of communication and consequently increase resident participation.
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 can help with this work.
- a. NRRC will continue to identify organizations and groups that either service under-represented groups or have significant members who belong to under-represented

groups. We will work with these groups to strengthen the membership of the group and the respective group's understanding of NRRC and how to effectively participate in the local governmental resident engagement processes through participating as an active NRRC member. NRRC will engage in cross organizational collaborative outreach efforts to grow the membership of NRRC and the organizations listed but not limited to those below. NRRC will continue to offer fiscal agency services to those groups and organizations that have mission statements that coincide with NRRC's. A tandem goal is to increase resident participation in each organizations programming:

- i. **Youth Groups: Juxtaposition; North Commons Recreation Center; Northside Arts Collaborative; Minneapolis Youth Congress; Asian Media Access**
 - ii. **Senior Populations: Near Northside Senior Collaborative; Grandparents Shaping Communities**
 - iii. **Residents without internet services within the household: Comcast Affordable Broadband Access Program; UROC and Northpoint Health and Wellness-Broadband Access Program**
 - iv. **Residents whose primary language is not English: Harrison Neighborhood Association (Hmong); Masjid An-Nur (Somali).**
- b. Minneapolis NCR Department and NCEC. **NRRC will work with NCR staff and Commissioners to continually identify cultural organizations with resident members from Hispanic community that are bilingual to help bridge the communication and cultural gaps that deter engagement from residents whose native language is not English. Additionally, NRRC will seek to offer support to cultural groups who exhibit the ability to build leadership within their respective ethnicities that currently lack adequate representation in the leadership structure and participation within the city of Minneapolis.**
6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.
- a. Over the past five years, the challenge of identifying partner agencies and private landlords that offer informing affordable, quality rental and for sale housing in Willard Hay and Near North has intensified. In part due to the devastation caused by the foreclosure crises and the condemnation/demolition of well over 100 rental units. This has intensified the housing crises for the respective neighborhoods. 10-20% of staff time will be spend working with community developers to increase the amount of affordable rental and for sale housing stock in NRRC's service district. With respect to community developers, in addition to quality affordable housing,

NRRC's intent is to ensure that the broader community receive benefits from the business enterprises that these developers are placing in the community.

7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

Unused funds will transfer directly into the same strategies with the exception of the food and beverage line that has been relegated to resident engagement efforts. Additionally, unused funds will be allocated to neighborhood priority plan strategies.

Neighborhood priority plan has been added to the budget. Extensive resident outreach was conducted in 2010 to determine which activities residents' would like NRRC to prioritize. The residents and stakeholders overwhelmingly responded with requests for the neighborhood organization to take the lead in ensuring that a more equitable outcome was derived from neighborhood development. In terms of implementation, this translates to increasing resources that NRRC invests in leveraging resident buy-in to create community benefits agreements with community developers, anchor tenants and other stakeholders that necessitate resident engagement as part of their community development plans. Additionally, NRRC will revisit the previous Plymouth Ave plan and apply the community benefits model to work with perspective community developers and stakeholders to revitalize this corridor as well as the adjacent residential parcels.

8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization's community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided. **NRRC BUDGET ATTACHED**

SAMPLE BUDGET

Staff Expenses	\$
Employee Benefits	\$
Professional Services	\$
Occupancy	\$
Communications/Outreach	\$
Supplies and Materials	\$
Festivals and events	\$
Development	\$
Fundraising	\$
Other Services	\$
Neighborhood Priorities	\$
TOTAL:	

Notes:

- Staff expenses should include payroll, FICA, and withholding, or contract staff.
- 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 is not an eligible expense.
- 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).
- Neighborhood Priorities: at this point you do not need to know what the priorities are. Just indicate what the organization would like to set aside at this time for future priorities.

NRRC
 1315 Penn Ave N
 Minneapolis, MN 55411



Proposed 2012–2013 Citizen Participation Program Budget

(September 2012 through December 2013)

(18 Months)	Monthly Budget	July 2012–Dec 2013
Staff Expenses*	\$11,031.89	\$198,574.00
Employee Benefits	\$200.00	\$3,600.00
Professional Services	\$3,055.56	\$55,000.00
Occupancy	\$800.00	\$14,400.00
Communications/Outreach	\$1,000.00	\$18,000.00
Supplies and Materials	\$500.00	\$9,000.00
Festivals and events	\$550.00	\$9,900.00
Food and refreshments	\$0.00	\$0.00
Development	\$300.00	\$5,400.00
Fundraising	\$150.00	\$2,700.00
Other Services/Contingency	\$0.00	\$0.00
Neighborhood Priority Plan	\$500.00	\$4,956.00
	\$0.00	
Total	\$18,087.44	\$321,530.00
Income		
CPP	\$18,913.53	\$321,530.00
CPP 2011 Amendment	\$1,666.67	\$30,000.00
Grants (proposed)		
Grants and contracts (secured)		
NTN	\$1,333.33	\$24,000.00
Cooridors of Opportunity	\$1,666.67	\$30,000.00
CURA (art cart)	\$555.56	\$10,000.00
Total	\$24,135.75	\$415,530.00

*Staffing: (Engagement and Operations Director; Outreach and Board Activity Coordinator; Resident Organizer; Outreach Media Coordinator)

MISSION:

"NRRC informs, engages and facilitates the residents of the Near North and Willard Hay neighborhoods in Minneapolis to be primary agents for Improving the social, economic and livability conditions in their community."