

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:	Heritage Park Neighborhood Association	
Address:	1000 Olson Memorial Highway Minneapolis, Minnesota 55411	
Website url:	N/A	
Organization email:	Kristy.Clemons@urbanstrategiesinc.org	
Federal EIN:	26-1286232	
Board Contact:	Name:	Vanessa Willis
Staff Contact:	Name:	Kristy Clemons
	Phone:	612-767-1061

**2. Community Participation Efforts: Increase Involvement/ Neighborhood Priority Plan**

The Heritage Park Neighborhood Association (HPNA) plans to increase community involvement by continuing our organizing efforts to create a Neighborhood Priority Plan.

In 2010 and 2011 HPNA held a series of Community Listening Sessions. Sessions were held for specific cultural communities, including youth, elders, adults, Oromo, Hmong and Somali residents. At these sessions HPNA spoke with residents about what they want the future of Heritage Park to look like and how we can work together to make our shared vision a reality. The top themes that arose from the Listening Sessions include: Heritage Park residents getting to know each other, safety and youth engagement.

Based on what we heard at the Listening Sessions, HPNA Board members and other neighborhood residents and stakeholders came together to create the Intercultural Story Telling through the Arts Project (ISA). The ISA was a multicultural intergenerational community driven story telling project. The ISA Project helped to bridge cultural, ethnic and generational gaps within the Heritage Park neighborhood and helped HPNA to identify leaders to engage in future neighborhood initiatives.

HPNA has also identified leaders through our two ongoing community engagement projects: the Teen Leadership Group and the Community Garden Group. The Teen Leadership Group is comprised of a core group of teens, ages of 15 and 18, who meet once a week to work on the top priorities identified by the teens. Two teens from the teen leadership group became part of the HPNA Board. Their

involvement has helped to ensure that the traditionally under engaged youth voice is present at HPNA meetings and initiatives. In addition to sharing organically grown food, hosting garden related classes and providing a space for Heritage Park youth to garden, members of the garden group have also joined HPNA's Board.

Leaders from the Listening Sessions, the ISA Project, the Teen Leadership Group and the Garden Group have spoken/performed at HPNA events, joined HPNA working groups, volunteered to help with recruitment and outreach and have also joined HPNA's Board.

Through our various programming mentioned above, HPNA has identified leaders to be apart of the Transit Equity Partnership as well as the NRP Phase II planning process. As a part of the Transit Equity Partnership (TEP), HPNA has partnered with the Harrison Neighborhood Association and the Lao Assistance Center of MN to increase engagement along the proposed Bottineau Light Rail line which will run down Olson Memorial Highway and through Heritage Park. The focus of the TEP is to ensure that the community developed equity agenda is a priority in neighborhood, local government and area property owner decision-making going forward. As a part of this process HPNA plans to continue to build relationships with residents, city, state and county officials as well as neighborhood businesses through one on one outreach.

HPNA plans to build on our past programming by increasing opportunities for engaged leaders to be involved in the decision making process of HPNA as well that of government. Through inviting leaders from our emerging sub committees (the Transit/ Land use group, the Teen Advisory Council and the Safety Group) HPNA plans to support emerging leadership by: 1) Inviting emerging leaders to be apart of HPNA's Board 2) Creating a Neighborhood Priority Plan; 3) Using the Neighborhood Priority Plan as a way to advocate for Heritage Park Community members priorities to city, state and county officials.

HPNA has already begun collecting input through door knocking and surveys for our Priority Plan. Information from these surveys will be used to create neighborhood wide principles that can be used for future development, housing and land use planning in Heritage Park. We are also in the process of holding community Charrettes for land use at the proposed Bottineau Light Rail Line station stops: Van White & Olson Highway and Penn & Olson Highway. We are creating a video about what our constituency wants for outcomes on the line which is scheduled to be completed by the end of this year.

HPNA board members and Steering Committee members are currently working to engage the broader community in neighborhood wide block meetings. At these meetings, residents will get to meet their neighbors and review/ expand on the Listening Session priorities that were identified. These meetings will be co hosted by the HPNA organizer and neighborhood steering committee members. HPNA will work with residents and steering committee members to create a Neighborhood Priority Plan for Heritage Park. Once the initial plan is created, HPNA will hold a meeting for the community to make comment on the plan. HPNA will then present the final draft to Heritage Park residents and community members for approval. Once the plan is approved, HPNA will submit the plan to the city.

## **Building Organizational Capacity**

We have a number of programs, as mentioned above, that provide spaces for people of diverse background and various interests to be involved in HPNA's work. Our groups provide direct involvement by neighborhood residents in HPNA activities. We build HPNA membership through door knocking, public events such as (National Night Out, Annual meetings, the Garden Groups annual Harvest Feast), etc, one on one meetings, phone calls and fliering.

It is HPNA's commitment to leadership development that has led to the success of our programs. HPNA plans to support the growing leadership of Heritage Park through ongoing one on one check-ins with HPNA volunteers as well as group reflection and evaluation. HPNA believes that reflection is key to building organizational capacity in that it helps volunteers and stakeholders to learn from our successes, mistakes and each others individual experiences. We then incorporate what we have learned into our work moving forward.

HPNA is currently working on a neighborhood wide engagement plan where we are evaluating our outreach efforts to ensure that everyone in the neighborhood has the opportunity to be involved. This plan is under construction and is scheduled to be in effect at the end of the year.

### **Building Neighborhood Relationships**

HPNA believes that effective communication is best achieved through one-on-one outreach in the neighborhood. While large neighborhood wide events are important, going door-to-door and reaching out to people on a personal level is often times more effective.

Outreach for general engagement and committees will be led by the HPNA Board and Engagement Committee. Methods of outreach will include: door knocking, fliering and phone calls. Notice of meetings will be published in the newsletter. We will also engage residents by utilizing our ongoing community engagement projects, the Youth Leadership Group and the Community Garden Group, as well as the Transit Equity Partnership (TEP). Notifications and updates will be posted in businesses and organizations in the neighborhood including Sumner Library, Summit Academy, Phyllis Wheatley Community Center, International Market Square, the Heritage Park Leasing Office, and Heritage Commons (the senior building in Heritage Park).

In addition, HPNA plans to conduct regular outreach and engagement through annual activities, meetings and events, which include National Night Out, the Community Garden Group's Annual Harvest Feast. We will also partner with Alecia Leonard, the Urban Strategies Heritage Park Community Liaison, who works closely with McCormack Baron Ragan (the property management company for the family rental housing in Heritage Park), to do outreach. Some of these activities include the ongoing Homework Help program, the Summer Youth program; the annual Heritage Park Women's Expo, etc.

### **Involve Under-engaged Stakeholders**

Heritage Park is home to a very diverse group of people; approximately 35% of the population is Somali, 30% African American, 5% Ethiopian, 7% Asian, 4% Hispanic, 14% Caucasian, 1% Native American, and 4% multi-racial. For many of these groups English is not their first language, and many

people living in Heritage Park require translators to participate in community meetings. There are over 500 youth under the age of 18 and approximately 250 seniors over the age of 55 who live in the neighborhood which also creates generational diversity. There is also a great deal of diversity within socioeconomic status representing a wide range of income levels. Nearly 70% of the households in Heritage Park have incomes below 60% of area median income for Hennepin County.

HPNA believes that effective communication to and with under-represented groups is best achieved through one-on-one outreach in the neighborhood. Although we have relationships with teens, elders, youth and many community and cultural groups in Heritage Park, there has yet to be substantial involvement by Hmong residents and non English speaking Somali residents. We plan to engage them through building stronger relationships with bilingual residents and identifying volunteers to translate at our events as well as our written materials.

Besides funding, HPNA would look for the NCR and NCEC to assist our neighborhood organization by continuing a mentor/mentee type relationship. As noted above, the Heritage Park neighborhood itself and the HPNA Board are relatively new. Given the relative inexperience, it would be immensely helpful for there to be more direct involvement of the NCR and/or NCEC in our activities. While it's critical for HPNA to have the final say in how the Board and the neighborhood develop, the HPNA Board sees a real need for guidance on a number of topics and would appreciate your help in connecting us with other organizations that could help us advance our work.

### **Housing Activities**

Given the relative young age of the HPNA, there is a great need for the HPNA to research and develop various plans for Heritage Park. At this time, HPNA sees a need for there to be strategic planning, land use planning and NRP planning. It's important that these planning processes represent the neighborhoods ethnic, cultural, age and economic diversity. There will be a housing component of the Neighborhood Priority Plan. Approximately 15% of HPNA's time will be spent on housing activities.

### **Unused Funds**

Unused funds from the 2011 Citizen Participation Program contract will roll over through this year, 2012, and next year, 2013, in their allotted budget lines until spent.

### **Estimated Budget**

Staff Expenses	\$ 43,000.00
Employee Benefits	\$ 500.00
Professional Services	\$ 3,300.00
Occupancy	\$
Communications/Outreach	\$ 500.00
Supplies and Materials	\$ 800.00
Events and Education	\$ 6256.00

Development	\$
Fund raising	\$
Other Services (insurance)	\$
<b>TOTAL:</b>	<b>\$ 54,356.00</b>

\*The “Events and Festivals” budget line item on the CPP template has been updated to “Events and Education” to match HPNA’s annual projected budget.

### **Board Approval of CPP submission**

6-11-2012

### **Dates of Most Recent Annual Filings**

Registration with the Secretary of State: 2/22/2007

Annual Report to the Attorney General: N/A

Federal 990: N/A