



**Community Participation Program  
3-Year Funding Application  
2017-2020**

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Submitted by:  
Midtown Phillips Neighborhood Association, Inc. (MPNAI)  
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Fed ID #: 10256081

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Contact for CPP Grant: Jana Metge, MPNAI Treasurer and Maggie Moran, Coordinator

1. Eligibility. Midtown Phillips Neighborhood Association, Inc (MPNAI) is presently under contract and implementing the prior year's 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?

Midtown Phillips Neighborhood Association, Inc. (MPNAI) is working to implement our Neighborhood Revitalization Phase II plan as well as creating innovative ways to meet and engage with our Neighborhood Residents.

- Neighborhood Revitalization Phase II Plan - This plan was developed through an intensive three (3) year planning process. NRP Phase II plan was approved in November 2010 by the Neighborhood Revitalization Policy Board, in November end by the Ways & Means and Community Development Committees, and in December by a Unanimous vote of the Minneapolis City Council. This was written and noted as a 10-year plan, so we continue with its implementation through 2020.

Implementation involves prioritization, organizing community input to evaluate current status of community need and then implementation.

The plan focuses on Community Participation through a focus on Maintaining our Affordable Housing Stock, Engaging blocks to build new, affordable housing in vacant lots, Ensuring community Safety, Participating in Community Events & Forums where we can meet each other, network, and foster creative problem solving.

Neighborhood Priority Plans (NPP) will come from Implementation Items out of the NRP Phase II Plan, as well as new ideas/issues which arise from the community and not identified in our NRP Phase II plan. There may also be new initiatives which rise from our Partners, out of our Community Meetings, and from Information Booths at Community Events.

The current projects being implemented and to continue into 2017-2020 are:

- Neighborhood Tree Project - New City Church will be planting fruit trees with neighbors and doing education on how to best cultivate and harvest them.
- Public Art on Utility Boxes - We have gathered art from our neighborhood and through neighborhood meetings have chosen which art will go on the utility boxes throughout the neighborhood.
- Housing Rehab Loans - We offer, through GMHC, rehab loans at 2% interest for up to \$8,500.
- Phillips Swimming Pool - We will be negotiating and signing a contract with MPRB for \$50,000 in 2017.
- New Home Construction in partnership with Powderhorn Residents Group in 2017/2018.
- CEPRO site - We have been working closely with Hennepin County and Midtown Community Works to groom and plant the CEPRO site, while staying at the table to discuss future options for programming and use. There are remaining NRP dollars contracted with Hennepin County for this project.
- Discussions with Andersen School, Stewart Park, and the adjacent blocks in Traffic Calming and the Safe School Safe Park Public Works project will continue. This project is focused upon enhancing walkability and safety on and around 12th Ave., 26th & 28th Streets.
- 'Southside District Park Planning', a Future Public Realm & Parks 20 year plan. We organized participation for the Parks portion of this plan. Moving forward we will monitor and participate with the Plan Implementation. We also will be monitoring the City's portion of this plan, as it affects the Sustainability of not only Stewart Park, but East Phillips Park, Phillips Community Center, and Peavey Park.
- The Midtown Phillips Traffic Study was a motion coming from a Community Meeting, followed by Board action and funding proposed in the 2017 Budget. The first step will be to build a Scope of Service to define what the Traffic Study will cover. MPNAI's role will be to 1) Develop a Scope 2) Post, Collect Bids, Select & Hire Consultant, and 3) Organize & Engage to Community to Participate.

Community Notification & Outreach mechanisms utilizing our Community Participation funds for 2017-2020 will be:

- Community monthly Meetings & Forums on specific issues (Safety, Events, Land Use, Re Development, Urban Planning, Public Realm Transportation, Small Business Needs) are held. These are advertised in our Community Newspaper, the Alley and posted through emails by District Reps & Board members. Most importantly we believe in personal contact. People come because they feel welcome. Nothing is better than a personal invite or phone call.
- Neighborhood Partnerships

- Banyan Community
  - St Paul's Youth / HOTB
  - Somali Radio Station
  - New American Youth Soccer Club
  - Fruit Tree Project
- A new idea to build Community Policing is to host quarterly 'Meet & Greets' between residents, property owners, businesses, Police and City/County/Park staff.

Additionally, to build community policing and collaborations, we have a partnership with West Phillips, Allina, Children's Hospital, and other business partners. Together we created the Midtown Safety Center during our 'Weed & Seed' federal grant days and have sustained operating costs and the partnership since then. The Safety Center is staffed by a full time Community Crime Specialist, Domestic Abuse Resources/staff, and Hennepin County Adult Probation. Information is available at the Safety Center and neighbors can complete crime reports there if no computer is available at home. The Safety Center provides support for block leaders and participates in community events. Minneapolis Police stop in and out of the Safety Center. The Safety Center is available for Community Meetings.

- Social Media; Facebook, Next Door, Website, Email blasts. A monthly newsletter which highlights city policies affecting Midtown Phillips, Events, Activities, Projects, and community meetings.
- Advertising in The Alley Newspaper is both in print version and an online version.
- We will continue to utilize Community Events for Outreach and partner with 'Open Streets' both along Franklin Avenue and Lake Street.

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

Through MPNAI Partnership Projects, residents participate in a variety of neighborhood activities.

In 2016, the Banyan Community added 4 new block clubs, developing leadership within Midtown Phillips. Heart of the Beast Puppet & Mask Theatre, in partnership with St. Paul's Lutheran Church, worked with over 30 youth to train them in job skills, leadership development, and enhanced artistic talents. St. Paul's Lutheran Youth has been doing a door-knocking initiative, asking about the value of public art in our neighborhood. The New American Youth Soccer Club, has worked to engage hundreds of parents on issues of safety, access/use of Stewart Park, participation in our neighborhood Clean Sweep, and encouraging community building. The Somali American Radio has been crucial in increasing our volunteer base and getting the word out about ways to volunteer in the Midtown Phillips Neighborhood and citywide issues affecting the Community.

Some ways to encourage participation in 2017 could include Board members meeting with newly interested residents, emailing, and calling. Personal invitations to Community Meetings and events is what gets people out. We also could utilize the Next Door social media. Banyan Community hosts a monthly networking breakfast. This builds relationships and is crucial in sharing ideas.

Once our neighbors come to a gathering, we will work to ensure that all are welcomed everyone want new participants to come back - be involved. We will also set up ways to get feedback from our participants at community meetings and at our Annual Meeting.

We will network with training through the U of M/ CURA or the NCR Department, as well as set up Board & Volunteer Planning sessions.

We plan to explore ways to bring our partnerships and their participants together at least one time per year. Our Vision will be that partnerships will be an introduction to MPNAI, that interest will be developed within the participants, and that future MPNAI committee and board involvement will be a future step.

A new Outreach Initiative from community discussions and our Board Planning sessions

Is to conduct door to door outreach and a neighborhood asset inventory. We would work with a planning team to train neighbors, to go door to door, and to map neighborhood assets. This information would then be used in creating annual organizational goals, help provide direction to our work, as well as generate a list of assets and resources in our neighborhood which may lead to future projects and

organizing possibilities.

We continue to promote a philosophy of 'Each One, Reach One' acknowledging that people get involved because of a personal invite. It is the responsibility of all of us to Spread the Word, Bring a Friend or Neighbor and then mentor folks new to any projects, Committees, or Community Events.

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, 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.

Mentioned above is the Midtown Safety Center, a partnership with Phillips West Neighborhood Organization and neighborhood businesses. Also mentioned above are the Networking Breakfasts held by Banyan Community.

Community Events are also ways to connect with each other. Participating in the Open Streets event provides an excellent opportunity to meet new people, create partnerships, and recruit volunteers.

A new multi neighborhood project in 2017 will be working with Metro Transit on enhancing our bus shelters. Phillips was selected along with a few other Southside neighborhoods to be involved with this grant funded initiative. We begin these discussions in January 2017.

Another initiative we plan to explore is to host 3-4 Community Topics on pertinent issues affecting our community. In the first quarter of 2017, Immigration Rights will be our first topic.

The 15th Annual Phillips Clean Sweep will occur in October of 2017. This is a partnership of East Phillips, West Phillips, Venuta Village, Minneapolis Solid Waste & Recycling, Mad Dad, MPRB/Stewart Park, and Midtown Phillips. This \$10,000 Event is supported by cash and in-kind donations from within our community. In 2016 we had over 800 Volunteers participate.

Developing Neighborhood Identity, to build a Sense of Whole among all residents we have created Neighborhood Signage and Art on Utility Box projects. The Neighborhood signage features our Midtown Phillips logo and says 'Welcome' in five (5) different languages. The Art on Utility Box project features Artwork from neighborhood businesses and organizations. Volunteers have worked with Mary Altman on the Utility box project and with Public Works on both projects. Neighborhood Volunteers created sample logos and brought to the 2016 MPNAI for a vote. The selected logo was enhanced and finalized this past year. Art for the Utility Boxes will be exhibited at the 2016 Annual Meeting. The Goal is for both projects to be installed Spring of 2017.

Finally, MPNAI has hired an Executive Coordinator at 30 hrs/wk who is brimming with energy and new ideas. We look forward to the organizational and neighborhood capacity which will be built by having this resource. Project for Pride in Living stepped forward and an Agreement was secured for our Coordinator to be a PPL Employee, officed at PPL and with PPL handling the fiscal/legal responsibilities.

5. Work with City Departments and other Jurisdictions - Discuss your efforts to connect with the City or Minneapolis departments and other jurisdictions on behalf of community and in support of your neighborhood priorities. Please discuss how NCR Dept can help.

The NCR Department / NCEC can help by training, educating, and rolling out the City Council approved Principles of Community Engagement with City Departments, Department Heads, and City Commissions and Boards. When City Staff are asked about this document they say 'well, I may have heard something about this.' It is increasingly difficult to organize on city wide issues with no understanding or obligation by the City existing.

If the City doesn't believe in these Principles anymore, put them up for a public vote. The language should then be taken out of the CPP guidelines, if it is not happening and if it is not true. With the current language, it builds false hope.

NCR needs to be implementing these Principles with City Departments, especially CPED and planning. This is a Huge Gap in Service. Neighborhoods should be a crucial component in organizing and working on the Minneapolis Comprehensive Plan, but we are not. There is a divide here that needs to be reconciled. Taxation without representation is against folks rights and better projects are created and more sustainable with Neighborhood partnership and involvement.

Minneapolis Police Department - We continue to work with MPD to build relationships, understanding and community policing. We work to develop Safety Strategies to enhance neighborhood safety and reduce

criminal activities. We have seen criminal activity skyrocket in parts of our neighborhood, which if not addressed, will drive families out. Presently, this is still the top concern in our community - Safety on our Streets, on our Bus Stops, at our Neighborhood Parks, and in/around our businesses. The Midtown Safety Center plays a key role in all of these strategies.

The Minneapolis City Attorney's office has been invaluable in helping to create solutions to Livability Crime, which can destroy a community. They have been participatory through the 3rd Precinct Community Prosecutor who is a City Attorney assigned to the 3rd Precinct. A monthly court watch meeting is held to review individual cases, share information, and discuss public policy. Many a legislative initiative has come from this group.

Minneapolis Solid Waste & Recycling - The City Clean Sweep Coordinator, Michelle Howard, has been fabulous. She is available to problem solve, work with us on trash needs, and do Community Education thru Events. She is also extremely responsive with Graffiti Reports.

Minneapolis Parks and Recreation - We continue to have communication issues with MPRB. Notifications from Headquarters on crucial meetings continue to get to us with a 1-2 week notice. It is imperative to receive these notifications by the 15th of the month prior to the meeting. We can then get the Information in our monthly newsletter, in our Community Newspaper which comes out monthly, and announce at our monthly community meeting.

Besides the technical aspects of notifications from MPRB, people have schedules - maybe work 2 jobs - maybe need to arrange childcare. It is difficult to participate without ample notification. We would also like to see these notifications in at least Spanish and Somali.

Public Works Street & Parking & Traffic -

We had serious lack of enforcement issues of an approved Traffic Demand Management Plan for the 24th St Madina Market. We have a strong coalition of residents working tirelessly to get the TDMP enforced. Traffic violations continue to be high and livability in the area is being affected.

We will be strengthening our participation in upcoming community discussions around the 'Safe School' initiative. This grant-funded project needs further conversations with impacted residents. We shall seek that these discussions occur prior to and throughout the implementation of this project.

CPED Development Staff - A goal of having a 30/hr Coordinator will be to develop these relationships with CPED and determine what development activities are proposed for Midtown Phillips and ensure a neighborhood voice into any Public project.

The Minneapolis Planning Department appears to no longer partner with neighborhoods within the Community Engagement Plan for the Minneapolis Comprehensive Plan. With a background in Urban Planning, we will explore hosting our own planning sessions utilizing the online ToolKit and then providing feedback to the Project Lead for the Minneapolis Comprehensive Plan update.

After 25 years of planning and development done together, it is unfortunate that their presently is a disconnect with value Neighborhoods can bring to a project or how connected to community neighborhoods can be. It also appears that Place-based development may not be a prioritized approach presently. We will continue to provide input on how a place based focus and Citywide initiatives can and do work together. An engaged community increases the future sustainability of any project.

6. Involvement of under-engaged stakeholder. Organizations should discuss which stakeholder groups are typically unengaged or under engaged in their work, and how they will work to engage these groups. Organizations should also discuss how the NCR Department could help with this work.

Our partnerships are our approach for broadening participation and engagement.

The Somali Radio Station is the first of its kind, broadcasting news, important information, and programming in Somali, reaching a demographic that is normally left out in city processes. St. Paul's Lutheran Church engages a large Latino population in their art efforts and programs, including Latino youth, through their art publication. Heart of the Beast works directly with Native youth, youth of color, and low-income youth in the neighborhood to create stories of hope and beauty. Through the New American Youth Soccer Club, over a hundred youth have been given the opportunity to build community on the field, learn necessary leadership skills, and live a healthy lifestyle. Our board is still completely under-representative of our Latino community. Our Latino neighbors are very engaged with Phillips Clean Sweep and our Partnerships. So, hopefully our

partnerships will help with making sure the Midtown Phillips Board has our Latino voice represented at the table. This is a goal for 2017, has been a long-term goal, and a purpose of our Partnerships.

7. Housing Activities. Housing & Housing Related Activities. Organizations should estimate the percentage of time to be spent on these issues.

Housing, Transportation, Neighborhood Safety, and Community Building continue to be our core issues.

40% of organizational time focuses on Housing issues. This past year we hosted a session on Renter concerns & rights. CPED forwards to us proposals for vacant lot reuse, proposals for new home construction, proposals for mixed use developments, and housing rehab proposals.

City Council Committee agendas are monitored to ensure that the neighborhood has a voice on all publicly funded projects going forward to City Council. We also contract with GMHC/Greater Metropolitan Housing Corporation on a Midtown Phillips Rehab Loan. Much of our staff time may be devoted to Housing & Land Use issues. For the past few years we have wanted to start a Land Use/Housing Committee. Staff support can assist us with the capacity building needed to sustain a Housing/Land Use Committee. Presently, these issues are taken up 1) by organizing/notifying the adjacent & impacted community, 2) providing discussions at our monthly community meetings, and 3) Documenting the public discussions and forwarding to city staff/elected officials.

We believe strongly in and try to adhere to the City of Minneapolis Core Principles of Community Engagement:

- 1 Right to be involved – Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- 2 Contribution will be thoughtfully considered - Public participation includes the promise that the public's contribution will be thoughtfully considered.
- 3 Recognize the needs of all - Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.
- 4 Seek out involvement - Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- 5 Participants design participation - Public participation seeks input from participants in designing how they participate.
- 6 Adequate information - Public participation provides participants with the information they need to participate in a meaningful way.
- 7 Known effect of participation - Public participation communicates to participants how their input affected the decision.

We hope in 2017 that City Departments as well as the Minneapolis Planning Commission will be oriented with the leadership that prioritizes the neighborhood voice. Nothing disempowers folks more than organizing to given voice on an issue only to find it is not wanted or heard.

We believe that the NCR Department and City Coordinator are crucial to the implementation of City Departments and Commissions following the City Council approved Principals of Community Development.

8. Unused Funds.

MPNAI requests that remaining 2014-2016 CPP funds and Community Participation Funds set aside to be available for Neighborhood Priority Plan Implementation be rolled over into the 2017-2020 contract. Specifically, we wish to add \$20,000 to our Partnership line item, then add some to Staffing & Communications. Any remaining funds would be directed to our Neighborhood Priority Plan line item.

The Neighborhood Community Relations Department can help us by rebuilding relationships and developing mutual respect between the Minneapolis Planning Department, CPED, City Departments, and Neighborhoods. Neighborhoods came out of Planning Districts and should be an outreach arm and support for the Planning department and elected Officials. Fostering discussions on the value and logic of Placed-Based Organizing would be extremely helpful. Reviewing the City Council approved Principles of Community Engagement with all Planning staff, the Planning Commission, and Councilmembers is crucial. If Neighborhood Organization input is not welcomed or wanted, this should be publicly stated. When we

organize to a Planning Commission meeting and those testifying are not listened to, it deters future involvement or empowerment of that neighborhood resident. The experience with the City is soured and future involvement with the neighborhood organization threatened.

Additionally, we hope to work with NCR and other neighborhoods on the Future of Neighborhoods 2020.

<b>Contract Budget:</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Staff Expenses	\$35,000.00	\$35,000.00	\$35,000.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Professional Services	\$5,000.00	\$5,000.00	\$5,000.00
Occupancy	\$3,000.00	\$3,000.00	\$3,000.00
Communications/Outreach	\$2,000.00	\$2,000.00	\$2,000.00
Supplies & Materials	\$1,500.00	\$1,500.00	\$1,500.00
Partnerships	\$20,250.00	\$20,250.00	\$20,250.00
Events	\$5,473.00	\$5,473.00	\$5,474.00
Fundraising	\$0.00	\$0.00	\$0.00
Other Services	\$0.00	\$0.00	\$0.00
<b>Total for Contract</b>	<b>\$72,223.00</b>	<b>\$72,223.00</b>	<b>\$72,224.00</b>
Development/NPP	<b>\$75,000.00</b>	<b>\$75,000.00</b>	<b>\$75,000.00</b>
D & O Insurance	<b>\$900.00</b>	<b>\$900.00</b>	<b>\$900.00</b>

City Notes on funding application:

- Staff expenses should include payroll, FICA, and withholding, and Contract staff.
- Employee benefits should include health insurance, retirement, or other benefits.
- Professional services should include cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites, etc.
- 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 as block patrol, etc.
- Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
- 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, cost of materials, postage, etc.).