
COMMUNITY PARTICIPATION PROGRAM

Submission Template

Please 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.

You may provide this submission electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws.

CONTACT INFORMATION:

Organization Name:	Holland Neighborhood Improvement Association
Address:	1900 Central Ave NE #108
Website url:	www.hnia.org
Organization email:	holland@hnia.org
Federal EIN:	41-1515461
Board Contact:	Name: Adelheid Koski
Staff Contact:	Name: Sean O’Neil Phone: 612-781-2299 Email: sean@hnia.org; holland@hnia.org Address: 1900 Central Ave NE #108

Who should be the primary contact for this submission? ___Sean O’Neil_____

Date of Board review and approval: ___September 20 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.

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?

One method of gauging resident priorities is a neighborhood-wide survey. We will work with the survey provider to determine the best method of distributing the survey. Residents and stakeholders may complete the survey in a paper copy or electronically. The survey will ask residents to indicate what neighborhood issues are most important to them and request input on specific issues. The results will show what residents view as the neighborhood's strengths, weakness, opportunities and challenges. The survey questions should be detailed enough to get useful information, but simple and short enough to get a large number of responses.

HNIA will also gain input on neighborhood priorities at the monthly General Meeting. This will allow the public to hear updates on the plan and provide input. Selected General Meetings will also be used as brainstorming sessions to identify neighborhood priorities and talk about potential NRP Phase II projects. The General Meetings are promoted through:

- Postcards delivered to each property address in the neighborhood
- Email blasts to the neighborhood mailing list.
- Fliers posted at various businesses and public buildings
- Direct invitations to community leaders

HNIA will also hold focus group meetings on particular issues to get information on what kind of programs or projects would best address the issue. Other methods of outreach include but are not limited to door-knocking, one-on-one meetings with residents and stakeholders, and neighborhood events (e.g. Movie in the Park, neighborhood cook-outs).

Additionally, HNIA formed an outreach committee in July 2012. The outreach committee will pilot a new initiative, named the Holland Switchboard, to increase block development and person-to-person communication. The committee will recruit residents to organize sections of the neighborhood and start reaching out to residents in those areas. The outreach committee will coordinate with the HNIA board of directors and the NRP Phase II Steering Committee.

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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?

HNIA provides opportunities for resident involvement through the monthly General Meeting, various committees, board recruitment events, the community garden, and volunteer opportunities at events. Over thirty individuals volunteered to help put on the 2012 Hotdish Revolution, which had an attendance of more than 200 people. HNIA held its second annual Party in the Park this June, an event where kids and adults volunteer to make improvements to the neighborhood-owned park. HNIA will continue this event as a way to invest in the park and create an opportunity for residents to participate in the development of their neighborhood.

HNIA also provides opportunities to participate in the neighborhood through committees. The Crime and Safety committee consists of volunteer residents who review recent crime activity in the neighborhood and develop strategies to increase safety. They assist in putting on the annual Party in the Park event. The NRP Phase II committee was recently formed and is open to residents and stakeholders in Holland. They will guide outreach efforts to identify neighborhood priorities for the Phase II Action Plan and Neighborhood Priority Plan. Residents will be able to participate in the Holland Switchboard initiative by volunteering to collect contact information from the residents on their block and disseminating information on neighborhood activities.

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.

HNIA will work with institutions and businesses in the neighborhood, as well as surrounding neighborhood organizations on common issues. This year, HNIA representatives were involved in events such as the Central Avenue Forum, Eastside Youth Forum, and the Northeast All Community School BBQ. These events brought together stakeholders from various neighborhoods and organizations in Northeast Minneapolis. Continued communication across neighborhood lines will help increase our capacity to address the issues that matter to our residents, business owners, and other stakeholders. As the Holland neighborhood address issues near its shared borders – Central Avenue NE, 27th Ave (adjacent to Shoreham Yards), University Ave NE, and 18th ½ Ave NE (adjacent to future Jackson Flats art studios) – we will need to maintain communication and partnership with the surrounding neighborhoods.

We will continue to build partnerships with Edison High School and the NE Public Library, as they represent the neighborhood's two largest public institutions. Representatives from both institutions agreed to participate in the NRP Phase II outreach. We will also engage business owners, particularly along Central Ave, to support a vibrant commercial corridor. Further, HNIA will coordinate with the City of Minneapolis on development issues impacting the neighborhood.

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.

HNIA encourages any interested resident or stakeholder to run for a seat on the board of directors for the neighborhood association. We will take extra measures to engage underrepresented groups and directly involve them in the organization's activities. We will increase our capacity to represent the interests of residents from diverse backgrounds, and will build new relationships with our neighbors to increase social capital.

Large shifts in the ethnic and racial demographics took place in recent years. In 1980 97% of residents were white and all other racial/ethnic groups made up less than 1% of the population each. In 2010, black and Latino residents comprised 42% of the neighborhood and other ethnic groups made up another 5% of the population. Further, 29% of residents 5 years or older speak a language other than English at home according to the 2010 American Community Survey. This same survey shows that an estimated 25% of residents lived in a different residence in the U.S. one year prior to answering the survey, and 89 residents had a different residence outside of the U.S. one year prior. This indicates that a large number of residents are new to the neighborhood and may not be familiar with the programs and amenities available to them in the neighborhood.

We will work with the Neighborhood and Community Relations Access and Outreach Specialists to identify businesses, institutions, and residential buildings that serve the neighborhood's immigrant communities. This resource will allow us to make new connections with residents and business owners of diverse backgrounds. We will request assistance to translate fliers or mailings in Spanish and other languages as needed. We will also reach out to renters, landlords, businesses owners, and people of all ages as we identify neighborhood priorities.

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.

Housing issues are a primary focus for the Holland neighborhood. As of 2010, Holland has 2,030 total housing units and 1,231 residential properties. Approximately 54% of neighborhood housing units are renter-occupied. The remaining 46% are owner-occupied. Further, 40% of residential properties are single unit homes, and about 60% are 2 or more units. The majority of rental properties are duplexes and triplexes; however there are a number of multi-unit apartment buildings.

HNIA spends a significant amount of time and resources on housing issues. This spring, HNIA conducted a Home Improvement Loan Lottery consisting of a forgivable loan, low-interest loan, and landlord loan program. Seventy-one property owners entered the lottery which could lead to over \$300,000 in home repairs and improvements in the neighborhood. HNIA will gauge resident interest in continuing similar housing programs in its NRP Phase II Action Plan.

HNIA is also conducting outreach to residents living near vacant lots to gauge their support for Habitat for Humanity to build a home on the lot. This involves door-to-door outreach, coordination with TC Habitat for Humanity and CPED, and public meetings to discuss the opportunity. Further, the NRP Phase II steering committee and HNIA staff will research existing housing issues or needs, and propose programs to address them. Since 70% of Phase II funds must be spent on housing programs, we will make housing a primary subject of attention. Approximately 50%-70% of the organization's time is spent on housing related issues.

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.

HNIA will use its rolled-over funds from the 2011 contract to continue support for administrative, office, and community engagement expenses. This includes but is not limited to:

- Monthly postcards to each household
- Quarterly newsletters
- Staff and accountant
- Office rent, supplies, bills, etc
- Fliers
- Other promotional materials

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.

BUDGET

Staff Expenses	\$20,400
Professional Services	\$2,300
Occupancy	\$22,100
Communications/Outreach	\$17,000
Supplies and Materials	\$2,000
Festivals and events	\$4,000
Development	\$
Fundraising	\$
Other Services	\$
Neighborhood Priorities	\$43,573
TOTAL:	\$67,800
TOTAL ALLOCATION	\$111,373

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.