
COMMUNITY PARTICIPATION PROGRAM 2012-2013
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:	Longfellow Community Council	
Address:	2727 26 th Avenue S.	
Website url:	www.longfellow.org	
Organization email:	admin@longfellow.org	
Federal EIN:	41-1733974	
Board Contact:	Name:	Andrew Johnson
Staff Contact:	Name:	Melanie Majors
	Phone:	612-722-4529, ext. 4
	Email:	melanie@longfellow.org
	Address:	2727 26 th Avenue S.

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

1. Evidence of the organization's eligibility

The Longfellow Community Council (LCC) is a community-based, 501(c) 3 citizen participation organization that represents the interests of community members, including approximately 400 business owners and 20,000 residents who live, work, learn and play within the Longfellow, Cooper, Howe, and Hiawatha Neighborhoods of South Minneapolis. LCC is the officially recognized citizen participation organization for the Greater Longfellow area.

The mission of LCC is to *improve the quality of life, to develop a sense of community, and to promote the social and economic well being of the people of the Longfellow, Cooper, Howe, and Hiawatha Neighborhoods.* The community's shared vision includes a future where the housing stock is maintained and affordable, the natural resources are preserved and protected, people feel safe and secure, the business community is viable, and youth and seniors engage in mutually beneficial activities. To achieve this vision LCC

works hard to involve and empower all community members to be involved in their community and to take action on issues that have an impact on the quality of their lives.

2. Community Participation Efforts

Community engagement is the foundation of the work of Longfellow Community Council (LCC). LCC has been very successful in our outreach efforts to community residents, businesses, other community organizations, churches and schools. While LCC does not determine the issues or the priorities of the community, we use our resources to assist residents and businesses to respond to them.

Identifying and acting on neighborhood priorities

Over the past several years, LCC has been using the results of our Phase II NRP Plan and our Strategic Plan (completed every two years) to guide our work. In both of these plans the community has outlined goals and strategies to meet community goals. The committees of LCC (River Gorge, Neighborhood Development Caucus, Environment and Transportation, Advancement and Community Connections) use these plans to create activities, events and programs that accomplish their goals. Committees are made up of volunteer residents of the community and are open to everyone. While the committees may have a limited number of residents and other stakeholders that attend meetings, they use the media sources of LCC to do outreach to the broader community and to share information with those who are interested but may not be able to participate.

Impacting City decisions and priorities

The residents, businesses, churches, schools and other community organizations in Greater Longfellow have a deep interest in the decisions and priorities of the City of Minneapolis. It is a priority of LCC to ensure that these stakeholders are informed about the work of the City as well as their role in shaping these decisions. LCC acts as a conduit between community members and the City Council and City departments. LCC committees are used at times as a venue for review of City policies and residential and commercial regulatory requests. Whether the community is in favor of or against a City decision, they want their opinions to be documented and shared with the City.

Community members understand that there is value gained from presenting an opinion to the City that is based on consensus.

The meeting agendas and minutes from committee and board meetings are posted on LCC's website (www.longfellow.org) and are also shared on LCC e-lists. Meeting notices are published monthly in the Longfellow/Nokomis Messenger newspaper and on our website calendar.

Efforts to increase involvement

Based on information from members in the community and thoughtful review by the LCC Board of Directors, LCC understands that the committee structure should not be the sole avenue for residents to be involved both with LCC and in the larger community. Although we host several annual events, programs and activities as well as partner throughout the neighborhood on various programs and events, we still strive to increase the level of involvement from community members.

LCC participates in the Longfellow Faith Forum, a collective of churches in the community who share social justice concerns and who work with their individual congregations to provide resources and services to members of the community. Greater Longfellow has a number of churches in the community and the Faith Forum represents a large number of people who have lived in the community, currently reside in the community or who have other ties to the community through jobs, schools and volunteer work.

LCC developed and initiated a program through the Neighborhood Partnership Initiative (NPI) where we partnered with the local Volunteers of America (VOA) residence to work with local businesses, volunteers and former inmates to plant, grow and harvest vegetables in a local community garden with the end goal of using the harvest to provide three community meals to celebrate the work of the program participants and foster community involvement. Former inmates are a part of the demographic that LCC has never engaged with. We know through research and studies that integration into the community is one of the factors for success for this population and reduces recidivism. The outcome of this 3-month program was strong attendance at the community dinners (over 100 people at each dinner) and 3 program participants became employed as a result of their involvement.

The Faith Forum and the NPI grant program are two examples of how LCC is working to expand our capacity, knowledge and outreach to involve a greater number of residents and stakeholders in the priorities of the community.

3. Building Organizational Capacity

LCC's organizational capacity is strong in terms of structure. We have an active and representative board, knowledgeable staff to provide support to committees and organize activities and we provide staff support to the Longfellow Business Association (LBA), which creates a strong link between the businesses and residents in Greater Longfellow.

We engage and inform community members through six formal media sources (LCC website, Yahoo Groups, Facebook, Twitter, the LCC Insider Newsletter and a monthly LCC page in the Longfellow/Nokomis Messenger newspaper). We also flyer the community around meetings and events and work closely with block club and other community leaders. We continually strive to increase our visibility in the community so that Greater Longfellow residents are aware of our existence and resources.

One of our ongoing challenges is how to do broader outreach and engagement. We have been fortunate over the last two years to participate in a Hennepin County Community Works (HCCW) project where we have the assistance and expertise of Hennepin County staff, along with a framework for engaging residents on a number of issues that directly impact their lives. Through our work with Hennepin County we have been able to hold community meetings, focus groups and to develop a survey tool that we use at community events to assess the issues that residents feel should be a priority in the community.

In the last year we have redesigned our website so that it is more user friendly for both staff and community members. Staff can now easily update our website without the cost of a webmaster and get timely information out to a greater number of residents. We now upload all meeting minutes and agendas and post meeting notices, both of LCC and of our community partners including the City. We also use Facebook and Twitter as a way to inform the community about upcoming meetings, programs and events and to share recent board activity or actions.

This year, the board of directors decided to take a more active role in sharing information about LCC through flyering at National Night Out parties. LCC created a postcard with highlights of our work and board members spent the evening passing out the postcards as a way of introducing themselves and the organization.

The board, staff and committees of LCC continue to work on strategies for engagement in all areas of our work.

4. Building neighborhood relationships

LCC recognizes the value of establishing and nurturing relationships as a vital part of our work. We maximize the use of resources through our relationships with other neighborhoods, local businesses, government entities, residents, churches, schools, parks and other organizations in the community. We also recognize our role in creating opportunities for community stakeholders to determine ways in which to build a sense of community.

In September 2012, we launched a new website called Take a Look at Longfellow. This website was started by an LCC committee and is funded by LCC. This website is used to promote the best of Greater Longfellow and provides a way for members of the community to share experiences, ideas and opinions about their community. We recently passed a scope of service to fund a new program where Intermedia Arts and Longfellow Park work together with underprivileged youth to learn video creation and editing. Through the course of several months they will create videos about the community which will then be promoted as part of the Take a Look at Longfellow website. This website has great potential and will eventually be managed by community residents through LCC.

As mentioned before, LCC continues to work with Hennepin County Community Works (HCCW) and we are now in the process of planning to implement 46 new projects that were designed and prioritized by residents, businesses and other stakeholders over the last two years. These projects will enhance the livability of our community and create features of sustainability along the Minnehaha/Hiawatha corridor, which impacts all of Greater Longfellow and 3 adjacent neighborhoods.

LCC also participates as a member of the Southside United Neighborhoods (SUN) project where 7 Southside neighborhoods joined together over the past year to work together to determine ways in which to share resources and create economies of scale.

5. Involvement of under-engaged stakeholders

Our engagement and planning efforts will continue with a strong emphasis on engaging a greater number of community members that will be reflective of the ethnic and social make-up of our community

LCC employs a full-time Community Organizer who is bilingual and who works with Latino-serving and focused organizations in Greater Longfellow. LCC currently partners with Corcoran and Powderhorn Neighborhoods to sponsor the Latinos En Accion/Latinas Mujeres Program that provides stipends and administrative support to a group of Latina women who meet frequently to discuss and work on culturally specific issues and ideas.

There are other underrepresented groups on Greater Longfellow that LCC is working to engage more closely with. We partner with and work with other local community organizations and churches to do outreach to these groups (youth, seniors, Somalis). LCC would like to take advantage of the Outreach/Access Coordinators and their knowledge of successful outreach to underrepresented groups. We would also be interested in help from NCR in disseminating census data that would be helpful in to Greater Longfellow in our planning and outreach. When requested, we would like the use of translation services for residents who are hearing impaired or have language barriers.

6. Housing Activities

Housing continues to be a priority of the work of LCC. We continue an NRP funded low interest loan program along with an emergency deferred loan program. LCC contracts with the Center for Energy and Environment (CEE) to administer our loan programs but also to act as a counselor for community residents to connect them with the most reasonable loan and grant programs available.

Our housing committee, the Neighborhood Development Caucus (NDC) serves at times as a review committee for upcoming regulatory requests for both residential and commercial development and works closely with local developers on new projects. Recently, two new housing developments broke ground in Greater Longfellow – Longfellow Station at 38th and Hiawatha and Parkway West apartments at 46th and 46th.

LCC played an important role in both of these developments. With Parkway West, LCC held several community meetings to provide concerned residents with information from both the City Council representative and the developers. Residents were able to express their feelings about the proposed development and to provide input on the development plans.

In 2007 LCC also completed and signed the first Community Benefits Agreement (CBA) in Minnesota. This CBA was a contract between LCC and Capital Growth who were the initial developers of Longfellow Station. In 2011 ownership of the development changed hands and the CBA was nullified but a number of the communities priorities were adopted by the new developer.

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

LCC has a long and successful track record in community engagement. This work is not new to LCC but we continually work to expand our efforts and to partner with organizations and individuals who add value to the community. Greater Longfellow is the largest neighborhood in Minneapolis, combining four neighborhoods (Cooper, Howe, Hiawatha and Longfellow). The residents, businesses and organizations in Longfellow have provided leadership on important community issues and provide financial and resource support to many of our partners in the community.

	Longfellow Community Council	
	2012-2013 CPP Budget	
		2012-2013
	Cost Category	Budget
1	Salaries	110,000.00
2	FICA / SUTA (Payroll Taxes)	8,400.00
3	Payroll fees (ADP)	5,000.00
4	Health Insurance	24,000.00
5	Mileage	1,000.00
6	Advertising	22,000.00
7	Accounting / Bookkeeping	16,000.00
8	Bank / Legal Charges	1,200.00
9	Computer Equipment	5,000.00
10	Computer Tech Support	3,000.00
11	Copier Lease	4,000.00
12	Dues and Subscriptions	2,500.00
13	Meeting Supplies	1,000.00
14	Insurance (Liability)	3,000.00
15	Insurance (Workers Compensation)	1,800.00
16	Office Supplies	2,400.00
17	Postage	3,000.00
18	Printing	3,000.00
19	Public Relations and Special Events	3,500.00
20	Rent	10,000.00
21	Sponsorships	3,500.00
22	Telephone/Internet/Fax	6,000.00
23	Utilities	700.00
	TOTAL	240,000.00
	Reserved for NPP	86,611.00
	TOTAL	326,611.00