
COMMUNITY PARTICIPATION PROGRAM APPLICATION
2012-2013

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

CONTACT INFORMATION:

Organization Name:	Windom Park Citizens in Action
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Organization email:	info@windompark.org
Federal EIN:	411717051
Board Contact: Name:	Steve Sylvester
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Who should be the primary contact for this submission? _____ Steve Sylvester _____

Date of Board review and approval: _____ 9/25/12 _____

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 – previously funded.

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?

WPCiA hopes to continue and expand upon outreach efforts noted in our previous funding application. For example, the past funding cycle allowed WPCiA to undertake a monthly mailing to each address in the neighborhood. The mailings noted our upcoming monthly neighborhood meetings as well as our events and projects related to the neighborhood, such as upcoming neighborhood votes, the extension of our popular Security Rebate Program, and lower interests rates on home fix-up loans. WPCiA proposes to continue and expand upon these mailings. Attendance at our meetings grew, and each meeting was attended by new neighborhood faces -- often people who had the postcard mailing in hand or noted to us verbally that they came to the meeting due to the postcard notification.

We would also like to institute a neighborhood walk group that is focused on outreach, camaraderie, building our e-mail list, and promoting upcoming WPCiA meetings and opportunities for residents and business to get involved in neighborhood affairs. We propose to model this after other neighborhoods' successful walking endeavors, and the focus will be on community engagement and neighborhood livability, not necessarily crime. We plan to hold a T-shirt/logo design contest so that WPCiA has identifying items for use not only via the walk group but for door-knocking outreach specified in our Phase II NRP plan.

WPCiA also would like to produce a "leave-behind" item that is useful and something residents and businesses would keep in a visible place – a magnet, for example, that notes WPCiA contact information, meeting dates, etc.

We also learned over the past funding cycle that the location of the monthly neighborhood meeting (the main meeting for WPCiA, since the key votes are cast at the neighborhood level) may be confusing to some, despite our best attempts to map out or explain the location in a visible park building. We will explore additional ways to make it visually obvious to attendees, such as by using yard signs on meeting night.

Our Phase II NRP Action Plan was recently approved, informing our decisions on Neighborhood Priority Plans. However, we will also check back at our monthly

neighborhood meetings with attendees (giving advance notice via the postcard mailings, among other communications tools) that we will be reviewing this and asking for their input before an NPP is finalized.

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.

Our bylaws specify that the main voting body for WPCiA is the neighborhood as a whole. We will continue to engage them in our monthly meetings and provide plenty of advance notification of our meetings and upcoming votes via U.S. Mail, e-mail blasts, our Web site, and more. We plan a revamp of our Web site to make it more "nimble" and easily update-able. We are also gearing up with our NRP Phase II "Champions" movement (volunteers who will spearhead and lead implementation of the various Phase II strategies). Our regular committee structure provides further opportunity for involvement, and we will continue to promote these meetings.

We hope that efforts outlined in No. 2 above, particularly the walk group and the T-shirt/logo visibility project, will grow our membership/attendance and volunteer base. We also will set aside funding for board/leadership development, such as a retreat and seminar expenses related to direct WPCiA operations.

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.

WPCiA will continue and expand upon its efforts of collaborating with adjacent communities and organizations, such as via our efforts related to Quarry Shopping Center issues (WPCiA added a working group for this in 2012), the NEighbors Sales Weekend (multi-neighborhood garage sale), 18th Avenue bike/pedestrian improvements along our border, and Central Avenue issues. WPCiA served as lead sponsor for a Central Avenue Forum this past spring, and also has been supportive of efforts of the Northeast Investment Co-operative (NEIC) both through a financial contribution from our General Fund and the efforts of NEIC volunteers. We plan to continue looking for opportunities like these, and we anticipate that some of the transportation/transit strategies in our Phase II NRP Action Plan will require this type of continued collaboration. Our board chair has also been a part of a group of neighborhood chairs from adjacent neighborhoods that meet informally every couple of months to "compare notes," and discuss issues impacting the neighborhoods.

We also see the need to step up door-knocking to both residents as well as businesses. Since many businesses along our key commercial corridor are run by Latinos, we will work to have specific outreach materials translated into Spanish.

The residential door-knocking efforts will focus on the need for additional block clubs/block leaders, and we are working now to bring a new definition to this concept that will engage residents not only in crime fighting but in general neighborhood involvement. This project is a key piece of our recently approved NRP Phase II Action Plan that may require supplementation from CPP funds. WPCiA hopes to hire an intern to assist volunteers with door-knocking on this topic.

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.

Renters are under-engaged in our neighborhood. Our monthly mailings helped this somewhat in this funding cycle, but we are still looking for opportunities to engage with the larger apartment buildings on the southern border and with the Public Housing hi-rise in our neighborhood. New meeting venues will be explored – such as meeting at the hi-rise, in a nearby church or other nearby locale, or turning a meeting into a combined business meeting/social event at a nearby location. Due to the prohibition on using CPP money for food, this will take more person-hours to achieve (finding donations, working with neighborhood businesses to donate food, etc.) since food does seem to be a key to creating this neighborhood camaraderie or drawing people into the event and getting their attention.

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.

We are still operating our NRP Phase I home improvement programs: a low-interest revolving loan program, two income-based deferred loan programs, and an emergency program. We continue to promote the availability of funding for this and plan to produce a dedicated mailing piece to all homes on this program. We are also in the process of getting our Phase II home improvement programs off the ground via our new “Champions” program. Time estimate spent on housing: 20 percent.

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.

All funds have been expended.

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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.

SAMPLE BUDGET

Staff Expenses	\$30,000
Employee Benefits	\$0
Professional Services	\$9,000
Occupancy	\$9,000
Communications/Outreach	\$20,000
Supplies and Materials	\$4,720
Festivals and events	\$7,000
Development	\$3,000
Fundraising	\$3,000
Other Services	\$0
Neighborhood Priorities	\$10,000
TOTAL:	\$95,720.00

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.