
2014-2016 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 if they have been revised since your last funding submission.

CONTACT INFORMATION:

Organization Name:	Prospect Park East River Road Improvement Association
Address:	66 Malcolm Ave. SE Minneapolis, MN 55414
Website url:	www.pperr.org
Organization email:	PPERRIAStaff@gmail.com
Federal EIN:	
Board Contact:	Name: , Dick Poppele Phone: Email: Address:
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Who should be the primary contact for this submission? Jessica Buchberger

Date of Board review and approval: Approved by Board of Directors March 24, 2014

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.*

Prospect Park and East River Road Improvement Association (PPERRIA) has been funded previously through the Community Participation Program, in FY 2011-2013. PPERRIA remains eligible according to Sec. II,A of the Guidelines; it represents a defined geographical area approved by City Council; provides for participation of all segments of the neighborhood; it ensures that membership and engagement is open to all residents, including homeowners, renters, property owners, business owners, immigrants, non-English speakers, a range of income levels and diverse population groups.

All PPERRIA committee, task force, and Board leadership work is done by volunteers; PPERRIA has operated under this business model for over forty years. With previous CPP funding, an office space staffed part-time by a Community Engagement Coordinator was established. The outreach accomplished at this level of office support has been strong enough to merit staffing hours being increased by 20% and contract value being increased by 10%.

PPERRIA's organization structure functions on the model of a town hall forum, with a membership meeting held monthly and attended by an average of sixty people. Membership is free and open to any resident of the PPERRIA neighborhood area. Annually, a membership meeting is held to elect new board members, which draws up to 100 community people. Many are first introduced to PPERRIA at this event. The registered members elect board members to terms that have opened up. The Board of Directors then elects an Executive Committee.

Under the direction of the Board of Directors, several committees take up on-going work. The key committees are: Membership and Communications (MemComm), Zoning and Projects Review (Z&PR), Master Planning (MPC), and Administration Committee (Admin). Within these committees, autonomous task force groups exist, including the Concert Committee, the Community Garden, the Sound Wall Task Force, and the recently-formed Glendale Community Outreach Task Force and the Community Oven Task Force Committee. Many of these projects have histories spanning over two decades of continuous community improvement. In combined total, these committees serve thousands annually and are supported by at least 75 volunteers consistently, giving over 12,000 estimated hours annually.

PPERRIA is a well-honed community organization, populated with impassioned, engaged and experienced community members. PPERRIA has been preparing, and is poised, to offer expertise and leadership to a community facing changes on a magnitude that happens rarely—with the LRT Greenline launch and the subsequent influx of users; with MPHA redevelopment of a 50-year-old public housing property and resulting increased residents of greatly diverse backgrounds; with commercial developers adding significant value to under-utilized urban-core properties and consequent increases in mixed-use commercial square-footage becoming available for business development and high-density transportation-oriented-development (TOD) housing for a demographic

seeking a walkable community lifestyle, as an alternative to single-family city lot sized housing; with a 100th year celebration of the Tower, offering a significant event around which the transitioning neighborhood can be showcased.

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?*

PPERRIA will advance outreach to meet the three key program purposes as follows:

Influencing City priorities and decisions:

- Zoning and Projects Review(Z&PR) is a committee of about 15 volunteers, meeting monthly to address zoning policy and review projects, with sub-committees being called to follow specific projects. Z&PR will liaison with area-wide organizations, such as University District Alliance (UDA), to join in policy formation impacting the wider community PPERRIA interacts directly with, such as the University of MN and the Prospect North Partnership. Z&PR will actively review zoning changes and educate the community on impacts affecting PPERRIA residents and businesses, and will represent PPERRIA on city zoning interests at Community Planning and Economic Development Department City meetings. Z&PR will also build stronger relationships with the city Park Board, and with local offices of national agencies such as the Trust for Public Lands.
- Master Plan Committee (MPC) is a committee of ten experienced community organizers. MPC volunteers expertise to projects such as leading the call for design improvements to the University/Bedford intersection, recognizing this to be a gateway site into Prospect Park, which presents traffic-flow and esthetic concerns as it now exists. Meetings bringing stakeholders into the process has resulted in a design proposal that will provide the basis for a future small area to be adopted by the City. A MPC goal, increasing in priority in 2014, is to launch an analysis of long-term parking needs, connecting findings and proposed solutions to city planners, developers, and other stakeholders for action.

On issues surrounding high-potential streets in the line of development--4th Street, Granary Road and the Grand Rounds—MPC will partner with Prospect Park 2020, Marcy Holmes neighborhood, Prospect North Partnership and UDA, to research and report findings to PPERRIA Executive board, the Board of Directors and to the City. Findings will influence policy and plans as determined compatible with City goals.

A project just formalizing into an on-going effort is the Solar Gardens Task Force, launching research into how this concept may proceed, and how to align with City goals to support local energy sustainability.

- Membership and Communications is a committee of eight volunteers who will work with the City to complete a needs assessment for Glendale Townhomes, a MPHA redevelopment project announced in January 2014, offering recommendations from a local viewpoint, augmenting the City and County studies. This MPHA project is timely, and will be a strong new asset to the Prospect Park community, and Pratt School. MemComm will collaborate with NCR, MPHA, Metro Transit and other city services to influence improvements in service to residents of Glendale community. An informational forum is planned for May 3rd, 2014, with presenters from MPHA, Metro Transit, MN Dept. of Health

and Human Services, Solid Waste, PPERRIA, Pratt School Council and others, all focused on collaborative outreach to improve Glendale for the residents, the neighborhood and the City.

Increasing involvement:

- MemComm will spur increases in involvement by highlighting successful events begun in prior years, such as the *Lunch in the Park* monthly gatherings of an average of twenty locals, gathering to patronize a neighborhood eatery while meeting new and familiar neighbors, the e-list communications tool—received by over 800, and the annual Ice Cream social—attended by up to 2000. The website, www.pperr.org is a comprehensive resource listing past and future community events .

Attracting new volunteers and members is a focus of the MemComm committee, which will evaluate, adjust and apply communication formats that work best; evaluate, establish and sustain processes for welcoming new individuals and families; define the value of PPERRIA membership while articulating open access to participation at all levels, and evaluate and implement revised organizational branding. Strengthening the pipeline through which new leadership is formed is a priority, underlying all strategies and activities of MemComm. Tools will include use of a 'Welcome' packet to inform new residents and tap their interest in experiencing better community through involvement with a PPERRIA. Another MemComm priority is to make more effective use of the Block Club organization, as a tool for community leadership-building with a proven record of successful mentoring of new prospects.

In addition, new opportunities will include celebrating the Tower's 100th year of being our neighbor, expanding the neighborhood eatery gatherings to offer alternative times to eat/greet, pursuing Graduate and Professional Student Association (GAPSA) and other student connections for special events, such as the annual City-wide River Clean-up in Spring.

- Linking zoning changes to the direct impacts on the neighborhood is a catalyst to increased interest and involvement by those affected. Z&PR will reach out to PPERRIA-area residents to solicit input on proposed development in the neighborhood and interact with developers to educate them on the design guidelines, adopted by PPERRIA board to fashion solid, healthy, long-term invested projects embracing the whole context of the community.
- MPC will expand participation by revisiting a Strategic Planning process, inviting all residents and stakeholders to enter the process during the Annual Meeting, when any and all ideas will be invited to be expressed in an 'Idea Fair'. From that start, analysis and strategies will be honed, under the guidance of a consultant familiar with Prospect Park/East River Road. In the initial phase of the strategic planning, newly discovered talent and energy will generate MPC follow up to encourage engagement.

Developing a Neighborhood Priority Plan

With many projects in motion, and others set to launch, and with the inevitable changes coming to the PPERRIA district as LRT Green line operations begin in

June 2014; as Prospect Park North development moves forward; and as new stakeholder groups join the community (i.e. Surly Brewing management and employees, MPHA and residents of Glendale), an update of the existing strategic plan is in order. Changing priorities is a normal result when a new mix of influences converge. Funding to contract for Strategic Planning services is timely for PPERRIA, to bring the value of many new stakeholders in the PPERRIA district together in a mindset of collaboration for mutual benefit.

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.*

Organization capacity will be built in the following ways:

Updated Strategic Planning: Members and community residents attending the Annual Meeting will be invited to participate in the first step in an updated Strategic Planning process. As this process progresses, a Strategic Task Force will be created, to glean and organize information gathered and begin to formulate proposed strategies. In this way, newly discovered interest and skills will also be matched to Task Force openings.

The Executive Committee, and other prospective new leaders, will participate in a training retreat, to review Strategic Planning Task Force work, at the point when solid proposals are ready to be formed.

Membership training: Z&PR will provide periodic training and communication of Design Principals and City zoning ordinance to PPERRIA membership, building a case for being well-informed of how broader interests and city-wide goals will have direct impact on local projects and the neighborhood culture.

Z&PR is proposing to host an information session to inform residents on the purpose and role of a Conservation District (to conserve notable visual character in a neighborhood, providing more protection than zoning code but less restrictive than historic district guidelines), and to 'debunk' myths and fears about the proposed Conservation District application.

Access to PPERRIA work groups: Emphasis will be made to inform all residents of task force committees and projects seeking new volunteers: i.e. Z&PR readily forms task force groups to follow specific projects as they come to the attention of the Z&PR Committee. This is an effective means to involve residents who are impacted by a specific project, but who may not have been active with PPERRIA on any other level.

All committees post the call for new members to join a group meeting their interests and needs, often in direct ask at events, and in the neighborhood e-list serve.

Monthly meeting protocols are set to a standard which opens participation to all, especially offering equal access to new voices and infrequent attenders. Regular monthly reporting protocols by all Committees produces a rich cross flow of information across the PPERRIA organization.

The work of MPC over the past three to five years has recently resulted in the formation of a new Community Development Corporation, Prospect Park 2020, Inc., an independent non-profit corporation that works on projects in very close collaboration with PPERRIA's board and key committees. Prospect Park 2020's mission is to act as a catalyst to transform the area surrounding the Central Corridor light rail transit line from Minnesota Trunk Highway 280 west to the University of Minnesota campus in

Minneapolis, by fostering innovation and creativity, especially in the area of research, learning and the arts, and to serve as a 'living laboratory' for a healthy and sustainable community, and to encourage development activity consistent with the aforementioned purposes.

4. **Building neighborhood relationships.** *Describe your 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.*

A current initiative of MemComm is being accomplished by a recently formed task force, with the charge of increasing inclusion and support of the Glendale community, in the NE quadrant of the residential neighborhood. MemCom is partnering with the Director of Activities for Luxton Park Director, a Mpls Park and Recreation facility, and other individuals expressing an interest in this goal. The committee will conduct a needs assessment, hire a contract consultant from the Glendale community to provide feedback and translation as needed, support additional part-time work as needed to handle any work not being carried by volunteers, and involve Prospect Park neighbors with East Side Services social workers to orchestrate the maximum possible participation and bring as many voices into conversations as possible. This work was begun during the past CPP grant. In an exceptional confluence of timing and goals, MPHA recently announced it will redevelop the 50-year old Glendale community properties, and is seeking neighborhood input. The Glendale Community Outreach Task Force is in exactly the right place at the right time to host PPERRIA, MPHA, Minneapolis Parks and the City in open and inclusive dialog between all stakeholders.

Task force groups, which include the Community Oven Task Force and the Concert Committee are reliable resources to enrich community diversity. The Concert Committee has established a strong series of three summer concerts for families, free to all, held at the Pratt School Amphitheater. Plans are under way to expand to five concerts, which will add a community sing event and summer wrap-up three-band jam at Luxton Park, with talent booked to attract a diverse range of cultural/music interests, targeted to appeal to youth between ages 13 and 18.

The Community Oven is an outgrowth of one bread-baking resident becoming informed and enthused about the community-building value of an outdoor bread-baking hearth oven. Conversations expanded to a project committee and plans are drawn, a possible site has been selected and funding is being gathered from multiple sources. This project has the potential to attract great diversity, as all cultures have a love for, and a tradition of, baking bread.

A pragmatic project being handled by MemComm is an updated local Business Directory. It will be printed as a brochure, usable for marketing to new residents and available through the Admin office.

PPERRIA will be a visible presence in support of launch of LRT, celebrating accomplishments and hopes, by partnering with neighborhood businesses and featuring some of the historic underpinnings of the district.

Z&PR, Prospect Park 2020 and the Master Planning Committee, are purposefully building links with developers researching opportunities in the PPERRIA. An example of

this collaborative teamwork can be seen in two projects now progressing into early stages of construction:

- 1) The *22 on the River* project attracted a developer with a proven track-record of building and staying with the project, assuring a good chance of success for a property in decline and posing huge development challenges, at a prime, highly visible location along East River Road and the Mississippi River.
- 2) Bemis Development, who will build 400+ housing units and 400 parking places in an historic building, sought PPERRIA support to work with the neighborhood, seeking zoning help to renovate and re-establish value to an abandoned industrial site, full of historic charm.

5. **Involvement of under-engaged stakeholders.** *Organizations should discuss which stakeholder groups are typically dis-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.*

Under MemComm, a Community Outreach Task Force has been formed to “consider, recommend and implement options for PPERRIA to enhance more Prospect Park inclusion and support for Glendale residents, as fully part of Prospect Park neighborhood.” With over 51% of the Glendale population being Somali, and many non-English-speaking, a contract liaison will be hired to provide critical linkage for the Somali-speaking residents of Prospect Park in Glendale, with the whole community.

Working with internal community leaders, or seeking and training leadership that may not presently exist in the Glendale community, is a strategy MemComm will use to involve and engage this very under-engaged group.

All PPERRIA committees are committed to conveying a sense of the PPERRIA district as a whole neighborhood, and are increasing efforts to include younger residents and Glendale neighbors.

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.*

MemComm is poised to be a significant neighborhood representative to MPHA during redevelopment of Glendale—which presents exceptional opportunity for PPERRIA to help nurture mutually held community values, with a strong foundation of respect and inclusion.

Z&PR committee, working closely with the City Planning offices, developers and local non-profits, are attracting developers serving city density goals with projects designed for career professionals in late career or entering retirement—combining mixed use, mixed income, individualistic designs, and TOD-oriented designs to create a sustainable, walkable, fully served neighborhood for a diverse population.

An example of a neighborhood way of being is found in the resolution of a neighborhood issue which came up as MN DOT installed sound barriers when I-94 was reconstructed in 2012-2013. The design was flawed causing the the sound barriers to push sound back up into the Prospect Park blocks, north of I-94 along the freeway, rather than baffling and containing traffic noise. Two neighbors who were impacted began holding information meetings, formed a Sound Wall Task Force, connected with PPERRIA staff and committee volunteers for support and guidance, and researched solutions to inform a

proposal. MN DOT was brought into discussions and the results were described as “exemplary collaboration between MN DOT and the impacted residents of a neighborhood.”--and MN DOT is correcting the design flaw, *and* improving aesthetics.

NCR resources will be utilized to help reach out to renters, an especially difficult population to draw into PPERRIA activities, while also a high percentage of the neighborhood population.

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.*

Unused funds will be made available for pending neighborhood priorities, as they are more clearly set through a Strategic Planning process, especially focusing on needs to improve community engagement with under-represented groups in the community. While MPHA embarks on a redevelopment of the Glendale community, it is timely for PPERRIA to direct all available resources toward partnering with MPHA and Minneapolis Parks to assure an excellent project outcome.

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.

Please use this budget template when submitting your Community Participation Plan for approval.

Please note that not all expenses are eligible for reimbursement. Expenses related to neighborhood celebrations and events are only eligible if the event’s purpose is to increase neighborhood awareness and involvement in the organization’s planning and implementation efforts. Expenses such as pony rides, food, and entertainment are not eligible for funding and will not be reimbursed.

Expenses related to projects may only be eligible if they are related to implementation of an approved Neighborhood Priority Plan, and are identified in a CPP contract or an NRP contract or MoU.

Contact your Neighborhood Support Specialist at NCR for further details.

ESTIMATED BUDGET

CPP Budget	2014	2015	2016
Staff Expenses	\$27,500.00	\$27, 500	\$27,500.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Professional Services	\$2000	\$2,000.00	\$2,000.00
Occupancy	\$18,000.00	\$18,000.00	\$18,000.00
Communications/Outreac	\$4,500.00	\$4,500.00	\$4,500.00
Supplies and Materials	\$10,000.00	\$10,000.00	\$10,000.00
Meetings/community building events	\$967.00	\$967.00	\$967.00
Development	\$500.00	\$500.00	\$500.00

Fundraising	\$	\$	\$
Other Services	\$1,200.00	\$1,200.00	\$1,200.00
Total for contract:	\$63,667.00	\$63,668.00	\$63,668.00
Neighborhood Priorities	\$33,000	\$	\$
		\$	
TOTAL:	\$96,700.00	\$	\$0.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, and 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.
- 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, costs of materials, postage, events, etc.).