

MEMORANDUM

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: February 22, 2005

Subject: Fulton Neighborhood Action Plan

The Fulton Neighborhood Association is submitting the Fulton NRP Phase II Neighborhood Action Plan on behalf of the Fulton neighborhood for your review and approval.

The Fulton NRP Phase II Neighborhood Action Plan requests a total NRP appropriation of \$387,299. Of this amount, \$14,000 was advanced to Fulton from the Phase II Plan Development Reserve Fund. The plan also includes NRP awards from the Community Oriented Public Safety Reserve Funds (\$9,762).

The Fulton neighborhood submitted its Phase I review and draft Participation Agreement for Phase II in May 2002. Throughout 2002 and 2003, the Fulton NRP Steering Committee and staff organized community meetings and focus groups to gather information from the community. These community meetings were well attended. The first draft of the Fulton NRP Phase II Neighborhood Action Plan was completed in late 2003, and was initially approved by the neighborhood at a community meeting on April 14, 2004.

The plan was reviewed by the Management Review Team at their February 3, 2005 meeting and has been reviewed by external legal counsel. Based upon my review and the request of the neighborhood, I recommend that the Policy Board adopt the following resolution:

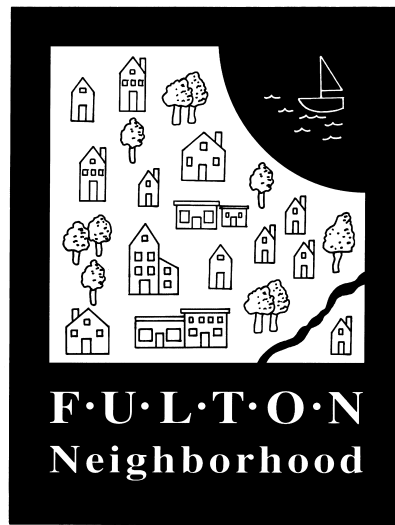
WHEREAS: On April 19, 2004, the Minneapolis Neighborhood Revitalization Program (NRP) Policy Board ("Board") approved a Phase II allocation for the Fulton neighborhood of \$387,299, based on the Phase II revenues projected for NRP;

WHEREAS: The neighborhood conducted an extensive Phase II neighborhood planning process that began in 2002 and has submitted a Fulton NRP Phase II Neighborhood Action Plan that requests a Phase II allocation of \$387,299;

BE IT RESOLVED: That the Minneapolis Neighborhood Revitalization Program Policy Board hereby accepts and adopts the Fulton NRP Phase II Neighborhood Action Plan dated December 8, 2004;

RESOLVED FURTHER: That the Board hereby authorizes the Director to request that the City Council and Mayor [a] amend the 2005 General Appropriation resolution by increasing the Community Planning and Economic Development Department Fund CNR – NRP Program Fund (CNR)-890-3550) by \$373,299, and [b] authorize the appropriate City officers to enter into any contracts or agreements necessary to implement the activities above;

RESOLVED FURTHER: That up to 70 percent of the amount approved for this plan (\$271,110) shall be available for obligation in the first three (3) years after approval of the appropriation for this plan.



Phase 2

Action Plan

February 9, 2005

Fulton Neighborhood:

Bringing neighbors together to improve our community assets and provide innovative neighbor-based projects.

Planning for:

\$387,299 Phase 2 Allocation

Strategy Overview

Strategy	Description
Strategy #1: Neighborhood Housing Fund	Funding program focusing on home improvements, energy efficiency improvements, innovative energy investments and other housing-related investments.
Strategy #2: Development Leverage Fund	Funds captured from loan repayments (Strategy #1) for use as leverage to monitor and engage with housing projects being proposed in the area.
Strategy #3: Senior Home Maintenance	Provide support services to assist seniors to remain in their homes.
Strategy #4: Fulton Environment Committee	Initiatives that preserve the natural environment, to include reforestation and Landscaping for Rainwater Management expansion.
Strategy #5: Youth Projects at Pershing	Funds for Pershing Park to sponsor environment-related youth projects.
Strategy #6: Community Engagement	Activities that promote community engagement and communication, such as FNN, neighborhood sign, Fulton Festival, and website.
Strategy #7: Safety Committee	On-going organizing of safety-related activities.
Strategy #8: Streetscape on 50th	Streetscape improvements in coordination with businesses to bring traffic calming and address parking issues.
Strategy #9: Education Enhancements Initiatives	Projects at Lake Harriet School and Southwest Community Education, including tutoring, library and computer, and youth recreation.
Strategy #10: Implementation Coordinator and Support Funding	Hire of neighborhood coordinator to plan and implement projects and provide administrative oversight and bookkeeper to assist with financial accounting and reporting.

Note: Strategies 1-3 are designated as housing strategies and will meet the 70% NRP requirement for the housing focus area.

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Strategy	Phase 2 Funding
#1	\$251,110
#2	Funded by program income from Phase 2 Strategy #1
#3	\$20,000
#4	\$40,000
#5	\$2,500
#6	\$18,500
#7	\$0
#8	\$0
#9	\$20,000
#10	\$35,189

Neighborhood Planning

Neighborhood Description

Fulton is a tree-lined neighborhood of unique, older, mainly single-family residential homes located on the southwest edge of Minneapolis. The Fulton Neighborhood encompasses approximately 108 square blocks and is bounded by 47th Street and Lake Harriet on the north, 54th Street on the south, Penn Avenue on the east and France Avenue on the west. The 2000 census counted 5,566 total population in 2,590 households. There were 1,223 children with an average household size of 2.15. Of Fulton's 2,590 household units, 2,294 are owner occupied. The neighborhood is approximately 95% white, with the next largest race indicated as Asian at almost 2% and then black or African American at approximately 1%. Individuals over 65 make up 12% of the population. The median income in the neighborhood is \$45,563.

Phase I Structure - The Board of Directors of the Fulton Neighborhood Association (FNA) provides oversight for implementation of the Phase 1 Fulton Neighborhood Action Plan. The Board established an NRP Implementation Committee to facilitate the implementation process. This committee directs project implementation and makes recommendations to the Board for any changes or modifications to elements of the Phase 1 Plan.

Phase 1 Plan Review - A survey to evaluate the various projects implemented as part of FNA's NRP Phase 1 Plan was sent to all households in Fulton in June 2001. The results were tabulated and summarized to the neighborhood in the September 2001 *Fulton*

Neighborhood News (FNN) and in a Progress Report distributed to neighbors at the September 2001 Fulton Festival.

Phase 2 Planning Sub-committee

The FNA Board's NRP Implementation Committee appointed a Phase 2 Planning Sub-committee of six members to facilitate the community input process and develop the Phase 2 Fulton Neighborhood Action Plan for community approval. Sub-committee members were required to be members of FNA. A call for volunteers to serve on the Phase 2 Planning Sub-committee was published in the FNN in March 2002, and posted on the neighborhood email list in April 2002. Additionally, some of the neighbors who were involved with past NRP projects were contacted.

The Phase 2 Planning Sub-committee was charged with seeking neighborhood participation to develop the Phase 2 Action Plan. They worked with neighborhood residents to set focus area goals, collect community input, and develop project plans for each focus area. The focus areas were determined based on Phase 1 implementation and evaluation, and include:

- housing
- schools
- environment/parks
- safety/transportation
- business community
- community involvement

Planning Sub-committee members interfaced with groups and individuals who were involved with the specific focus areas. A community liaison was identified for each focus area to work with the Planning Sub-committee member responsible for that focus area to collect input and develop potential project plans. These community liaisons

were persons known to have a specific interest or connection to the focus area and the ability to connect with other individuals invested in the issue. Effort was made through the planning process to recruit involvement from representatives of government jurisdictions in the neighborhood (such as parks, schools, libraries).

Focus Groups

All six focus groups met at least one time with specifically identified participants and neighbors who showed an interest in the area (after publication of the process in the neighborhood newsletter). The focus groups reviewed projects implemented through Phase 1 and added new project ideas. They prioritized the projects and gave implementation suggestions.

Broad Neighborhood Input

The proposed focus area goals and project ideas were presented for input at the Fulton Festival held in September 2002. Fulton neighbors were asked to communicate their priorities for proposed projects, give additional ideas, and indicate how they would be willing to participate in implementation.

Plan Allocation

After the strategies were outlined by the focus groups and neighborhood input was received, the Phase 2 Planning Sub-committee set allocation amounts for each focus area based on neighborhood priorities and resources needed for projects (see amount listed in focus area heading).

Housing Process

It was determined after the focus group sessions that more community input was needed to develop goals and projects in the housing focus area. A specific description of this additional process is included with the housing strategies on page 3.

Housing - \$271,110

Housing Process—After determining that more in-depth input was needed on neighbor priorities and attitudes about housing issues in Fulton, the FNA Board commissioned a short-term task force to facilitate an input process and develop housing strategies for Phase 2. The committee consisted of four individuals, including a chairperson who also served on the Phase 2 Steering Committee. The housing committee implemented an in-depth survey to a random sampling of households in the neighborhood and received 234 surveys back, or approximately 49% of the sampling population. Results from the survey, in addition to the Phase II Planning Process, influenced the development of the housing strategies included in Phase 2 Action Plan. Survey results are available for review in report form and at the neighborhood website, www.fultonneighborhood.org.

Strategy #1: Neighborhood Housing Fund - \$251,110 Phase 2

Strategy Description

Fulton will establish a fund that would allow flexibility in providing loans or grants to facilitate identified incentives for home improvement. A fund would be established that neighbors can access by meeting one of many criteria set. Each criteria would have its own set of guidelines for the funding. The qualification criteria could include the following specific loan/grant opportunities:

- Loans for home improvements – income limits may be set to distribute funds to neighbors with a greater need. Matching funds would be sought with the neighborhood program, so this funding would be used to fill in where existing home improvements fail.

- Loans for energy efficiency improvements – available in coordination with other resources for standard energy efficiency improvements such as new windows.

- Innovative energy investments – grants, rebates, or matching incentive loans for homeowners who will install innovative energy appliances or systems to their homes.

A committee of the FNA Board will be established to determine the specific target areas and criteria for the fund. The Incentive Fund will be promoted through the Fulton Neighborhood News (FNN) and neighborhood website. The specific goals of the fund will also be promoted through an educational campaign in the neighborhood about the issues and the funds available.

The program income from Phase 2 Action Plan Strategy 1 “Neighborhood Housing Fund” may be used for Phase 2 Strategy 2 “Development Leverage Fund.”

Strategy Partners

Fulton Neighborhood Association

Loan program may be administered by a third party vendor

Contract Administrator

Development Finance Division

Budget	Phase 2	\$251,110
for	Total	\$251,110
Strategy #1 & #2		

#2: *Development Leverage Fund* *(future program income)*

Strategy Description

FNA will establish a development committee to monitor and engage with housing projects being proposed in the area in order to facilitate and promote meeting broader community needs, such as housing that is affordable to a range of incomes and providing more affordable housing opportunities for seniors in Fulton and surrounding neighborhoods. The board will also appoint representatives to the multi-neighborhood task force being formed by the 13th Ward Council Member to address affordable housing issues and possibilities.

The program income from Phase 2 Action Plan Strategy 1 “Neighborhood Housing Fund” may be used for Phase 2 Action Plan Strategy 2 “Development Leverage Fund.”

Strategy Partners

Fulton Neighborhood Association
Ward 13 Council Member
Southwest Neighborhoods
Development Organizations

Contract Administrator

May be Development Finance Division or CPED Housing Policy and Development Division

Budget

To be determined based on program income realized through Strategy #1 and development leverage needs in the future.

#3: *Senior Home Maintenance*—\$20,000 Phase 2

Strategy Description

To assist seniors who want to remain in their homes, Fulton will partner with a service agency that will provide home maintenance support services.

Strategy Partners

Fulton Neighborhood Association
Program may be administered by a third party vendor

Contract Administrator

Development Finance Division

Budget

Phase 2	\$20,000
Total	\$20,000

Environment & Parks - \$42,500

#4: *Fulton Environment Committee*—\$40,000 Phase 2

Strategy Description

Fulton neighborhood will plan and implement initiatives that protect and preserve the natural environment in our area. Programs will include, but are not limited to the following:

- **Reforestation project**—Establish a reforestation fund to be implemented through the Minneapolis Park and Recreation Board. The fund will be available to replace trees on public property (boulevards, parks, schools) at the request of homeowners or the neighborhood association. Education and tree-planting and care training may be considered as a component of the funding distribution.
- **Fulton’s Landscaping for Rainwater Management**—To decrease the level of storm water runoff in the neighborhood, Fulton implemented through Phase 1 (Strategy #12: Environment Committee) a comprehensive project to educate and motivate homeowners to make improvements to their property for the purpose of better managing the neighborhood’s rainwater. Project components include education, consulting, and providing financial incentives for homeowner rain management projects. Funding from Phase 2 will continue this successful Phase 1 program into future years.

Strategy Partners

Fulton Neighborhood Association
Minneapolis Park and Recreation Board
Minnehaha Creek Watershed District
Applied Ecological Services, Inc.

Contract Administrator

Development Finance Division

Budget	Phase 2	\$40,000	
	Other	\$ 1,800	Other resources will be allocated as they become available
	Total	\$41,800	

#5: *Youth Projects at Pershing Park*—\$2,500 Phase 2

Strategy Description

Funds will be available for Pershing Park to sponsor environment-related activities or programs for youth.

Strategy Partners

Fulton Neighborhood Association
Minneapolis Park and Recreation Board

Contract Administrator

Minneapolis Park and Recreation

Budget	Phase 2	\$2,500	
	Other	\$10,300	Other resources will be allocated as they become available
	Total	\$12,800	

Community Involvement - \$18,500

#6: *Community Engagement*—\$18,500 Phase 2

Strategy Description

FNA will sponsor activities that promote community engagement and ensure communication in the neighborhood. This will include, but not be limited to the following activities:

Fulton Festival—a neighborhood event held annually for the purpose of building community and promoting organization programs in the neighborhood.

Block Contacts and Welcome Packets—the neighborhood will produce welcome packets and organize on individual blocks.

Fulton Neighborhood News, website, neighborhood sign—the neighborhood will engage in promotional activities that inform and connect residents to organizational activities.

Civic engagement—the neighborhood will support projects that promote citizen engagement, such as the Getting to the Bottom of the Ballot project.

These activities have been started under Phase 1 (Strategy #32) and are managed by a community engagement committee under the direction of FNA.

Strategy Partners

Fulton Neighborhood Association

Pershing Park

Southwest Community Education

Lake Harriet Community School

West 50th Street Business Association

Contract Administrator

Development Finance Division

Budget	Phase 2	\$18,500	
	Other	\$62,740	Other resources will be allocated as they become available
	Total	\$81,240	

Safety - \$0

#7: *Safety Committee*—\$9,762 Phase 2 (COPSIRF) funding

Strategy Description

The Safety Committee funded through Phase 1 (Strategy #42) will be continued for the purpose of on-going organizing of safety-related activities. Activities may include communications about crime and safety issues in the neighborhood and special projects, such as graffiti removal and traffic calming efforts on 50th Street. Fulton was awarded COPSIRF funds along with five other Southwest neighborhoods.

Strategy Partners

Fulton Neighborhood Association
5th Precinct Sector Lieutenant and Crime Prevention Specialist

Contract Administrator

Development Finance Division

Budget	COPSIRF	\$9,762	
	Phase 2	0	
	Other	\$31,775	Other resources will be allocated as they become available
	Total	\$41,537	

Transportation & Business - \$0

#8: *Streetscape on 50th*—No Phase 2 funding

Strategy Description

Streetscape improvements will be made in coordination with the business association that will bring traffic calming and parking improvements. Planning and implementation will be done in coordination with businesses and the neighborhood. This is a continuation of the Phase 1 Strategy #40, West 50th Street Traffic Management.

Strategy Partners

Fulton Neighborhood Association
Lynnhurst Neighborhood Association
West 50th Street Business Association

Contract Administrator

Minneapolis Public Works

Budget	Phase 2	0	
	Other	\$128,875	Other resources will be allocated as they become available
	Total	\$128,875	

Education - \$20,000

#9: Education Enhancement Initiatives

Strategy Description

Funding for educational strategies, including tutoring projects, library upgrades, computer enhancements, youth recreation, and other relevant projects, will be implemented at Lake Harriet Community School and Southwest Community Education. The funding allocation will be split between the school locations to prioritize for needs in conjunction with the NRP Implementation Committee.

Strategy Partners

Fulton Neighborhood Association
Minneapolis Public Schools
Minneapolis Community Education

Contract Administrator

Minneapolis Public Schools

Budget	Phase 2	\$20,000	
	Other	\$23,380	Other resources will be allocated as they become available
	Total	\$43,380	

Program Implementation - \$35,189

#10: Implementation Coordinator and Support Funding

Strategy Description

To maintain hire of the neighborhood coordinator to perform planning and project implementation duties, as well as overall administrative oversight of neighborhood association work. To fund a bookkeeper to assist with financial accounting and reporting.

Strategy Partners

Fulton Neighborhood Association

Contract Administrator

Neighborhood Revitalization Program

Budget	Phase 2	\$21,189	
	Early Access Planning Funds	\$14,000	
	Other	\$133,361	Other resources will be allocated as they become available
	Total	\$168,550	

