

## M E M O R A N D U M

To: NRP Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: June 25, 2007

**Subject: Folwell Phase II Neighborhood Action Plan**

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On behalf of the Folwell Neighborhood Association I am submitting the Phase II Folwell Neighborhood Action Plan (NAP) for Policy Board review and action. Pursuant to the April 19, 2004 Policy Board resolution the proposed NAP includes a Housing Allocation of 70%.

The Phase I Neighborhood Action Plan approved December 13, 1999 allocated \$1,991,253 of NRP resources in the following manner:

Housing	71 %	Environment	1 %
Non-housing Plan Coordination	11	Human Services	1
Crime & Security	8	Transportation & Infrastructure	0
Economic Development	2	Parks & Recreation	0
Community Building	2		
Schools & Libraries	2		

\*The percentages are rounded to the nearest percent.

The Phase II Neighborhood Action Plan allocates \$730,376 in the following manner:

Housing	70 %
Economic Development	21
Public Safety & Community Building	9

The housing allocation will capitalize 3 home improvement programs that were offered in Phase I. One new program, the "Housing Stabilization Initiative", will be developed to respond to **foreclosures** in the neighborhood. In a report compiled from Hennepin County records, the Center for Urban and Regional Affairs (CURA) found that in 2005 and 2006 the neighborhood experienced a total of **161 foreclosures**.

The Folwell Neighborhood Association needs to work on the direct impacts of foreclosed properties. They also, however, need to deal with the fear and other negative feelings that occur when neighbors see so many properties boarded and/or in desperate positions. Therefore, the Association will need to direct time and resources to events and civic participation activities to help rebuild and strengthen the sense of community.

The Folwell Neighborhood Action Plan requests a total NRP appropriation of \$730,376. Of this amount, \$51,525 was advanced to the Folwell Neighborhood Association from the NRP Phase II Plan Development Fund.

Based on my review of the Plan, I recommend that the Policy Board adopt the following resolution:

**WHEREAS:** On April 19, 2004, the Minneapolis Neighborhood Revitalization Policy Board (Board) established the Phase II allocation available for the Folwell neighborhood at \$730,376 based on the Phase II revenues projected for NRP,

**WHEREAS:** The Folwell neighborhood has conducted an extensive and inclusive Phase II plan development process,

**WHEREAS:** The submitted Folwell NRP Phase II Neighborhood Action Plan requests an allocation of \$730,376 and dedicates 70% of that allocation to housing programs, projects, services and activities,

**BE IT RESOLVED:** That the Minneapolis Neighborhood Revitalization Policy Board (Board) hereby accepts and adopts the Folwell Phase II Neighborhood Action Plan dated June 25, 2007,

**RESOLVED FURTHER:** That the Minneapolis Neighborhood Revitalization Program Policy Board hereby authorizes the Director to request that the City Council and Mayor [a] approve the Folwell NRP Phase II Neighborhood Action Plan, and specifically those parts of the Plan that fall under City jurisdiction, for their Phase II allocation of up to \$730,376; [b] amend the 2007 General Appropriation Resolution to increase the Fund CNR0 (NRP Fund) by \$229,869 from existing fund balance for implementation of the approved Plan; [c] and authorize the appropriate City officers to reserve the remaining \$448,982 for Plan implementation in a reserve account within Fund CNR0 for future years expenditures on the approved Plan provided that no more than 70% (\$511,263) amount approved for the Plan shall be obligated in the first three (3) years after approval of the Plan; and [d] authorize the appropriate City officers to enter into any contracts or agreements necessary to implement the activities above.

**MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM**

**FOLWELL NEIGHBORHOOD ASSOCIATION**

**NRP PHASE II**

**NEIGHBORHOOD ACTION PLAN**

Legal Opinion Reference Date:

Date Adopted by the Policy Board:

Date Adopted by the City Council:

Published in Finance and Commerce:

**FNA NRP Phase II**

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**ABOUT FOLWELL NEIGHBORHOOD**

Folwell neighborhood is located in northwestern Minneapolis. The neighborhood is anchored by Folwell Park. The park and neighborhood were named for Dr. William W. Folwell, first president of the University of Minnesota. Folwell neighborhood was built at the beginning of the 20<sup>th</sup> century with mainly single-family housing for families of moderate income.

Folwell Neighborhood Association (FNA) was organized in 1994 and has been a fully functioning program and service based 501 (c) (3) corporation ever since. Folwell Neighborhood Association (FNA) is the only City recognized citizen participation organization in Folwell neighborhood.

Folwell neighborhood remains primarily residential, bordered west to east by Penn and Dupont Avenues North, and north to south by Dowling and Lowry Avenues North. Penn and Dowling are secondary corridors as defined by the Minneapolis Plan. Dowling is residential in nature while Lowry has a few contributing businesses and several that are tentative contributors to the neighborhood economy. The first phase of a Joint Powers redevelopment of Lowry Avenue will be finished in 2007 and work on the second phase has already begun. Phase Three and completion of the project to reinvent the corridor will conclude in 2009. The purpose of the Lowry Corridor project is to help stabilize and revitalize Folwell and four other north Minneapolis neighborhoods west of the Mississippi River. FNA, Christ English Lutheran Church, the Sexual Violence Center and Pillsbury United Communities are the only community or service based organizations serving the neighborhood.

Folwell is one of seven neighborhoods in the Camden Community in northwest Minneapolis. The 2000 Census records 6,331 residents living on the neighborhood's 66 blocks. Results from the 2000 Census show that Folwell has become home to an increasingly diverse population since 1990.

In 2000, the neighborhood had more than 6,300 residents, almost 28 percent more than it did in 1980 with most of the new growth occurring between 1990 and 2000 when Folwell gained 1,200 residents.

Folwell's population has become younger. Children and adolescents, both the very young and those of school age, increased dramatically. Adults, except those in the 18 to 24 age group, and seniors increased by almost 700 people. The senior population that has become smaller in just about every part of the city, declined by 54 percent.

The ethnic profile in the 2000 census is, within a few hundred residents, equally divided between white and people of color, with African American having the highest percentage of any ethnic group. Hispanics also grew in numbers.

The average household size in Folwell is 3.1 persons, larger than the city average. Median household income in the neighborhood has steadily decreased from \$39,460 in 1979, when it was more than \$6,000 higher than the citywide average to \$36,160 in 2000, lower than the citywide median.

In 2000, there were 2,153 housing units in Folwell and 2.3 percent of them were for sale. In 1990, the neighborhood rental vacancy rate was lower than the citywide rate.

In 1990, median housing values were \$19,400 lower in Folwell than in Minneapolis. In 2000, they were \$41,000 lower. Following an increase in the early 2000's median value is once again declining as a result of an overabundance of vacant and abandoned properties and foreclosures.

The neighborhood percentage of families living in poverty grew progressively from a low of 5 percent of all families and 3 percent of families with children in 1979 to a high of 13 percent for the former and 19 percent for the latter in 1999. In the process, the percentage for all families in poverty surpassed the citywide percentage in 1999 and reached the same percentage as the city for families with children under 18.

## **FNA NRP Phase II**

### **Current trends related to housing, population, income and crime since the 2000 Census:**

The changes in family structure and housing in Folwell neighborhood that began in the 1990's continue today. Housing: in 2000, 87.4% of the housing units in Folwell were homesteaded according to the City Assessor Today 69.8% of the housing units are homesteaded, a decrease of 17%.

The percentage of housing units for sale in the neighborhood today is estimated to be above 6 percent and the vacancy rate for both homesteaded and rental property has risen significantly. As the number of owner occupants has decreased so has property maintenance. Both of these conditions directly affect property values. In the 2000 Census, the median housing values in Folwell lagged \$41,000 behind the city.

This gap may have narrowed slightly but many home sales in the past three years have been multiple investor resales of properties based on manipulated appraisals. Folwell neighborhood is one of the north side neighborhoods experiencing extremely high levels of foreclosure. A bright spot on the housing horizon is a slight increase of young first time homebuyers investing in decently, to well maintained and affordable property.

The race and age statistics describing the population of Folwell neighborhood in 2006 would resemble those of the 2000 Census. This is not true, however, for the percentage of families living in poverty. The number of families with children living in poverty has increased significantly since 2000. Today, the percentage is probably in the mid-twenty's. Urban neighborhoods in Minneapolis and other cities have experienced an increase in the number of families living in poverty as a result of changes in the housing market and the increase in the number of single-family rental properties.

FNA has a strong and engaged volunteer base and impressive resident participation. Because of increased livability concerns and the increase of crime, that volunteer base is eroding. It is an FNA priority to support and rebuild that base through outreach and citizen participation. In response to resident concerns, FNA has dedicated considerable resources to partnerships with public safety agencies and on issues related to neighborhood environment and housing stabilization. Addressing the increase in criminal activity and gang presence is now a priority of FNA. Without interventions to stabilize the housing market and reduce criminal activity, Folwell neighborhood will reach the tipping point for resident disinvestment and exodus.

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**PHASE II PLAN – THE PROCESS**

***Organization:***

Eleven members of the Board of Directors and the Comprehensive Plan Implementation Committee (CPIC) guide the work of the Association. The Association is now two full years beyond the conclusion of its four-year NRP Phase I Neighborhood Action Plan (NAP). That Plan was executed according to the guidelines established by the community. The impact of implementing the strategies in the Phase I NAP was evaluated on a regular basis and some strategies were modified as a result to better accomplish the goals and objectives of the Plan. The strategies of the Plan were based on partnership and the delivery of proactive, multi-generational programs and services. The NRP Phase II Neighborhood Action Plan has similar goals.

The Board of Directors empowered CPIC to continue as the guiding entity for FNA's NRP Phase II. New members were recruited to join CPIC for both the Plan development and implementation phases. Recruitment began in June 2006 with the goal of developing the Phase II Neighborhood Action Plan during the summer of 2006 and seeking neighborhood approval at the Annual Meeting of the Association in November 2006.

The intent of the FNA Board and CPIC was to have CPIC represent the diversity of the neighborhood within a core committee of not less than ten and no more than 20 members.. Among those members, three positions were set aside for renters and one for local businesses. The remaining members would be property owners and residents with proportionate representation from Folwell's resident ethnic populations. This ambitious goal was not met. The increases in vacant and foreclosed properties and the escalation of violent juvenile crime including increased gang activity and homicide adversely affected the willingness of residents to volunteer. Folwell residents retreated into a self preservation mode and were not willing to actively participate in many of the planning events. They did, however, respond to a series of surveys, both in paper and electronic formats and at regular neighborhood meetings when topics related to the Phase II Plan were brought forward and discussed.

The Chair of CPIC is appointed by the Chair of the Board of Directors of FNA and is a member of the Board. CPIC has responsibility for determining the will of residents and reflecting that will in the Phase II NAP. The Board of Directors and CPIC are staffed by the full time Executive Director and Community Coordinator. The Board of Directors of FNA is responsible for presenting the Plan to the community for approval.

FNA writes grants, develops and implements programs and creates and adopts long term plans with goals and outcomes. FNA uses a wide variety of resources and reliable data sources to collect information and create its programs and plans. The NRP Phase II Plan was developed in that manner according to NRP guidelines.

***Outreach:***

FNA's website, [www.folwell.org](http://www.folwell.org), posted regular updates and provided the opportunity for residents to post comments, complete surveys and vote on specific ideas or programs that were proposed for inclusion in the Phase II NAP.

FNA publishes and distributes newsletters via the North News (a community free press) delivered to each household in Folwell neighborhood. Information regarding the NRP Phase II planning process, invitations to participate in the process, and progress reports on plan development were included in that and in other publications including a monthly half page in the Camden Community News.

At several neighborhood and community events such as FNA's Ice Cream Social, OtterTrotter (a 5K race), The Victory Race and Dog Daze on the spot surveys and targeted interviews occurred. A larger neighborhood-wide survey was used to ask about quality of life issues in the neighborhood and about the development of Green Standards, a project that emerged during NRP Phase I.

## FNA NRP Phase II

### ***Plan Development:***

CPIC was convened in the fall of 2004 to begin the Phase I review process. In June 2005 they began their review and established a calendar for recruitment and plan development. The Phase II Neighborhood Action Plan includes many of the program and service areas of the NRP Phase I NAP. Because of the reduction in the level of NRP support being provided to the neighborhood, however, the Phase II NAP has fewer areas of focus and emphasizes extensive community outreach efforts and economic development and housing programs. A survey completed prior to the Phase I evaluation indicated resident interest in continuing housing programs and neighborhood- wide celebrations and seasonal events.

The Executive Director and full time staff of FNA supported CPIC during the plan development process CPIC reported and recommended the Phase II Neighborhood Action Plan to the Board of Directors April 3, 2007 and to the community on May 7,2007. Staff will implement the Plan according to the guidelines and direction of CPIC and the Board of Directors.

### Timeline:

CPIC convened to plan Phase I review.	September 2004
Phase I Review begun.	June 2005
Phase I Review submitted.	April 2006
Participation Agreement.	June 2006
CPIC convened and recruitment meetings.	June 2006
Primary Planning Meeting.	July 2006
Ongoing information gathering, planning and draft publication for the Quarterly Meeting.	August 2006
Community response, information gatherings and draft revision.	September 2006
Phase II Plan development was not meeting the delivery target and approval was delayed.	October 2006
Work continued on Plan development, an extension to the Participation Agreement was requested.	March 2007
NRP Phase II Plan delivered to Board prior to publication for resident approval.	April 2007
NRP Phase II Plan delivered to residents for comment.	May 2007
NRP Phase II Plan approved.	June 3, 2007



## **FNA NRP Phase II**

Both the Mission and the Vision statements were created by residents and the Comprehensive Plan Implementation Committee (CPIC) to guide the development of the neighborhood's NRP Phase I Plan. The Vision statement became the standard to determine the value and measure the outcomes of programs and services. As they anchored NRP Phase I planning and implementation – they continue to do so for Folwell's NRP Phase II Plan.

### **The Mission**

The mission of the Folwell Neighborhood Association is to represent resident intentions that Folwell neighborhood continues as a viable city community and expresses the values of a diverse population.

The Association will identify and utilize a wide range of resources, encourage mutually beneficial partnerships and provide opportunity for citizen participation to implement that mission.

The Association will implement programs and initiatives in the areas of housing, community development, youth and families, education and public safety to ensure that Folwell is recognized as a quality neighborhood of choice.

### **The Vision**

The vision of Folwell as:

A clean, safe, law abiding neighborhood where residents live and work together in an atmosphere of respect and consideration.

A neighborhood with quality affordable housing where pride of ownership is evident in well maintained single family and rental properties.

A neighborhood that nurtures children, participates in their social development, encourages their academic achievement and acknowledges their accomplishments.

A neighborhood that provides support for those who need it and searches for and diligently uses resources wisely to benefit its residents.

A neighborhood that honors the contributions of art, music and recreation and encourages both participation and appreciation.

A community that exhibits concern for the natural environment and exercises wisdom, if not constraint, in planning for growth and development.

A community that defines itself as residential, proud, diverse, multigenerational, safe and sustainable.

## THE PLAN SUMMARY

Executive Summary of Folwell Neighborhood Association's NRP Phase II Plan: Folwell's Phase II Neighborhood Revitalization Action Plan consists of three broad areas of program and service;

- Public Safety and Community Building
- Housing and Land Use
- Corridor Revitalization and Commercial Development

In each of these categories are strategies that define the goals and anticipated outcomes from Folwell's Phase II NAP. The Plan that is built on the successes of Phase I as determined through evaluation, participation, and resident opinion.

### **Public Safety and Community Building: Total: \$173,100**

Public Safety/Community Building includes five strategies: **Community Outreach** includes a full time Coordinator position, to reach out to residents, property owners and businesses and encourage their participation in the events, activities and programs of FNA; **Resident Advocacy** includes a full time Advocate position, focused specifically on increasing resident involvement and helping residents with their concerns and issues; **Community Participation** includes conducting community events, programs and forums and ; **Communication** includes sponsoring and facilitating meetings, print and electronic formats creating and distributing printed information to residents and businesses and maintaining a neighborhood website and email distribution list; and **Implementation** which is all of the administrative costs related to the support of accomplishing the Phase II NAP including maintaining office space and retaining a full time Executive Director.

The goal of the public safety and community building projects is to stabilize, maintain and reaffirm Folwell Neighborhood as a quality neighborhood of choice for those who live in Folwell now and those who will live here in the future. The positions, tasks, and programs related to this part of Folwell's work represent the first and ongoing points of contact for residents and the larger community.

### **Housing, Land Use, Corridor Revitalization and Commercial Development Total: \$ 505,751**

#### **Housing and Land Use: Total: \$311,263**

The strategies in this category address the changing demographics, market demands and residential stability of the neighborhood. Folwell residents place a high priority on appearance and quality of life and want a safe, well-maintained neighborhood with owner occupied affordable housing and rental properties. They also believe that business and commercial investment will enhance the quality of life in the neighborhood. The strategies in this category are the **Revolving Loan Fund**, the **Urgent and Compliance Loan Fund** and the **First Time Homebuyers Fund** and **Special Initiatives for Housing Stabilization**.

#### **Corridor Revitalization and Commercial Development: Total: \$194,488**

Corridor Revitalization and Commercial Development strategies will encourage and support investment, business development and revitalization along the neighborhood's critical Penn and Lowry corridors.

#### **Plan Development: Total: \$51,525**

## Public Safety and Community Building

**Goal 1:** A clean, safe, law abiding neighborhood where residents live and work together in an atmosphere of respect and consideration.

**Objective A:** Expand community outreach to increase the number of residents involved in FNA, encourage communication, increase awareness and provide opportunities for residents to engage in social, educational and problem solving activities.

**Strategy 1:** Employ a Community Coordinator.

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**A) Description:**

The role of the Community Coordinator is to focus on connecting residents to NRP and Association programs that are of special interest to them and engage them as participants and volunteers. The Community Coordinator will also concentrate on communication with and between residents, and with community leadership and maintain various databases to document volunteer participation and engagement.

**B) Outcomes:**

Because of the work of the Community Coordinator:

- Residents presently engaged with the Association as volunteers and community leaders will remain engaged.
- Additional residents will become active as volunteers and participants with the Association.
- The goals of individual programs will be accomplished and services will be utilized.

**C) Players and Roles:**

The Folwell Neighborhood Association Board of Directors and the Executive Committee Director will direct the work of the Community Coordinator by job description and the conditions of a year-to-year employment review originating in January of each program year.

Day-by-day supervision and the integration of the Community Coordinator's work to meet the goals and objectives of the Action Plan is the responsibility of the Executive Director.

**D) Report and Evaluation:**

Performance reviews will be based on response to the conditions of the job description and the documented results of resident participation in Association programs and volunteer recruitment. Time sheets will evaluate the actual amount of time needed to execute this strategy.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support implementation is \$18,000.

The Folwell Neighborhood Association Board of Directors, in accordance with the attached budget will determine the final allocation from a total of \$173,100 of NRP Funds supporting the implementation of all Public Safety and Community Building strategies.

**G) Contract Administrator:** NRP

## Public Safety and Community Building

**Objective B:** Expand community outreach and develop an information network that involves a majority of residents, encourages communication, increases awareness and provides opportunities for residents to engage in social, educational and problem solving activities.

**Strategy 1:** Employ a Community Advocate

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**A) Description:**

Residents of Folwell, like other north Minneapolis neighborhoods, are concerned and experiencing anxiety about the instability of the current housing market related to the number of vacant and foreclosed properties, the presence of a significant number of rental properties and issues related to schools and increasing crime and the quality of the schools that serve the neighborhood. The Community Advocate is an immediate and trusted contact who tracks these issues, responds to resident concerns and documents these concerns for the Association, various city agencies and elected officials for attention.

**B) Outcomes:**

Because of the work of the Community Advocate, residents will recognize the importance of engagement with their community and with resources that are available to them. They will see remediation of the issues and concerns that they refer to the Association and they will become more engaged in the healthy environment of the neighborhood.

**C) Players and Roles:**

The Comprehensive Plan Implementation Committee (CPIC) and the Board of Directors approve specific issues and concerns, policies and procedures for advocacy services. The Executive Director is responsible for oversight and day-by-day supervision

**D) Report and Evaluation:**

The work of the Community Advocate will be documented through an issues and concern data base and will be evaluated based on satisfactory remediation of those referrals and the satisfaction of residents. Staff will document and evaluate the actual amount of staff time needed to execute this strategy.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support implementation is \$18,000.

The Folwell Neighborhood Association Board of Directors, in accordance with the attached budget, will determine the final allocation from a total of \$173,100 of NRP Funds supporting the implementation of all Public Safety and Community Building strategies.

**G) Contract Administrator:** NRP

## Public Safety and Community Building

**Objective C:** Expand community outreach and develop participation that involves a significant number of residents, encourages communication, increases awareness and provides opportunities for residents to engage in cooperative social, educational and problem solving activities.

**Strategy 1:** Design and implement community building programs, events and services.

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**A) Description:**

There are several initiatives, programs and services developed during NRP Phase I that residents have come to enjoy, depend on, and value. They include a calendar of events that mark the changing seasons and provide memory-making experiences. Those events and programs include a spring Bunny Breakfast, a senior event in May, a celebration of houses and gardens in the Blue Ribbon House and Garden program, a summer ice cream social, the Victory Race and Dog Daze in September and Halloween in the Park. Some of these programs are offered in partnership with Webber-Camden Neighborhood Organization which are known as the "Come Home to Camden" initiatives, the Minneapolis Park and Recreation Board and the Camden Lions.

**B) Outcomes:**

To build community and resident interaction that will encourage participation in the activity and response to the issues and concerns of the neighborhood.

**C) Players and Roles:**

The Comprehensive Plan Implementation Committee (CPIC) and the Board of Directors approve programs, events and services. The Executive Director is responsible for oversight and day-by-day implementation and coordination.

Partners include, Webber-Camden Neighborhood Organization, the Minneapolis Park and Recreation Board, the Camden Lions and other community organizations.

**D) Report and Evaluation:**

Each of these programs and events is documented for participation, volunteer contribution, and cost.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support implementation is \$60,000.

The Folwell Neighborhood Association Board of Directors in accordance with the attached budget will determine the final allocation from a total of \$173,100 of NRP Funds supporting the implementation of all Public Safety and Community Building strategies.

**G) Contract Administrator:** NRP

## Public Safety and Community Building

**Objective D:** Deliver public information that will benefit residents and will support and encourage citizen participation related to neighborhood and citywide issues. Develop and maintain an interactive network for residents to provide current information on a variety of topics including bulletins related to public safety, and encourage residents to engage in educational and problem solving activities.

**Strategy 1:** Maintain and enhance communication and information sharing programs and services.

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**A) Description:**

The Folwell Neighborhood Association office has become a reliable resource for information that benefits residents. FNA provides copying, faxing and notary services to residents at no charge, produces and maintains a website and has a computer available for resident use that is internet compliant.

The Association publishes a newsletter and provides information and notices in local newspapers, and distributes occasional and special information by bulk mail to all 2,100 households. These programs, plus Public Forums, have connected the Association with the community to the benefit of each.

**B) Outcomes:**

Events and services will contribute to community building; help connect residents to other programs provided by the Association, NRP and CPED and increase resident participation.

As a result of their participation, residents will become more involved in the planning and implementation of these and other programs of interest and live more safely in the neighborhood for their own benefit and to the benefit of the community.

**C) Players and Roles:**

These programs and services are offered by direction and approval of the **Board of Directors**. The **Executive Director** and the **Community Coordinator** have staff responsibility on a shared basis; the Community Coordinator leads the volunteer recruitment effort for each and all of these initiatives.

**D) Report and Evaluation:**

These programs are evaluated on the basis of participation. Program and event participants are documented on sign-in sheets, residents who drop-in at the office sign in each time, and note the purpose of their visit or the service received.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support implementation is \$18,000.

The Folwell Neighborhood Association Board of Directors in accordance with the attached budget will determine the final allocation from a total of \$173,100 of NRP Funds supporting the implementation of all Public Safety and Community Building strategies.

**G) Contract Administrator:** NRP / DFD

## Public Safety and Community Building

**Objective E:** Implement the strategies and accomplish the goals and objectives in the Folwell Phase II Neighborhood Action Plan.

**Strategy 1:** Obtain and manage the resources needed to implement the Folwell Phase II NAP

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**A) Description:**

Implementation represents all of the direction, support and money related to achieving the goals of strategies needed to implement the strategies that achieve the goals described in this Phase II Plan. The Executive Director is charged with keeping the strategies on track to achieve the anticipated outcomes.

**B) Outcomes:**

That these events and services will contribute to community building; help connect residents to other programs provided by the Association, increase resident participation, and contribute positively to the wellbeing of the greater community.

That as a result of their participation, residents will become more involved in the planning and implementation of these and other programs of interest, and live more safely in the neighborhood for their own benefit and to the benefit of the community.

**C) Players and Roles:**

Programs and services are provided with the direction and approval of the **Board of Directors**.

**D) Report and Evaluation:**

These programs are evaluated on the basis of participation, compliance with budgeted costs and achievement of the stated goals and outcomes.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support implementation is \$59,100.

The Folwell Neighborhood Association Board of Directors in accordance with the attached budget will determine the final allocation from a total of \$173,100 of NRP Funds supporting the implementation of all Public Safety and Community Building strategies.

**G) Contract Administrator:** NRP

## Public Safety and Community Building

**Goal 2:** Increase safety and confidence through effective and efficient law enforcement and prosecution.

**Objective A:** Improve residents' actual and perceived sense of safety and security.

**Strategy 1:** Initiate community oriented public safety measures.

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**A) Description:**

The Folwell and Jordan neighborhoods submitted a joint proposal for Community Oriented Public Safety Initiative Reserve Funds (COPSIRF). The proposal received \$48,422 to support investigation of criminal incidents to facilitate charging and prosecution. COPSIRF allocations need to appear in the appropriate Phase II Neighborhood Action Plans to qualify as eligible NRP activities.

Final expenditures attributed to the Folwell neighborhood portion are \$24,180.

The allocation is not included in the total Action Plan Request, nor does it count against the neighborhood's Phase II allocation.

**Goal 3:** Strengthen the participation of all citizens, including children, in the economic and civic life of the community.

**Objective A:** Strengthen the Folwell Neighborhood Association's (FNA) abilities to serve as a vehicle for neighborhood based planning, outreach, communication and citizen participation.

**Strategy 1:** Develop a Phase II Folwell Neighborhood Action Plan.

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**A) Description:**

Neighborhoods are provided the opportunity to draw on their Phase II NRP allocations to support the work needed to develop their Phase II Neighborhood Action Plan. These funds do count against the neighborhood's Phase II allocation.

Expenditures attributed to FNA's plan development activities are \$51,525.



## Housing and Land Use

**Goal 1:** Help increase the city's population and tax base by developing and supporting housing choices through preservation of existing housing and new construction.

**Objective A:** Respond to changing demographics, market demand and the need for residential stability by preserving housing that is affordable as both owner occupied and rental property.

**Strategy 1:** Provide a revolving loan fund program. Provide lower interest loans to residents for improving their owner occupied property in the neighborhood.

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**A) Description:** Continue the successful Phase I revolving loan fund program to assist homeowners to improve and maintain their property. The program will use the basic guidelines from Phase I program with review to ensure their continued relevance and applicability and that the fund continues to meet the pressing home improvement needs of neighborhood residents.

**B) Outcomes:** Continued improvement of the existing housing stock of the neighborhood and increase length of residency by homeowners. Fewer homes being cited for health, safety and building code violations by the City.

**C) Players and Roles:** This program is offered with the direction and approval of the Board of Directors with fund administration by a contracted third party.

**D) Report and Evaluation:** This program will be evaluated on the basis of participation, compliance with budgeted costs and achievement of the stated outcomes.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support implementation is \$200,000.

**G) Contract Administrator:** DFD

## Housing and Land Use

**Strategy 2:** Provide an urgent and compliance loan fund program

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- A) Description:** Continue the successful Phase I Urgent and Compliance Loan Fund to help homeowners remediate emergencies especially those events that could cause otherwise maintained property to become uninhabitable (i.e. water heaters, furnace or roof repair). The program will use the basic guidelines from the Phase I program reviewed to ensure continued relevance and applicability.
- B) Outcomes:** Continued improvement of the existing housing stock of the neighborhood and increased length of residence by homeowners. Fewer homes being cited for health, safety and building code violations by the City.
- C) Players and Roles:** This program is offered with the direction and approval of the Board of Directors with fund administration by a contracted third party.
- D) Report and Evaluation:** This program will be evaluated on the basis of participation, compliance with budgeted costs and achievement of the stated outcomes.
- E) Timeline:** Year 2007 and ongoing.
- F) Budget:** The projected allocation of NRP Funds to support implementation is \$50,000.
- G) Contract Administrator:** DFD

## Housing and Land Use

**Strategy 3:** Provide a First Time Homebuyers Fund

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- A) Description:** Continue the successful First Time Homebuyers Fund Phase I revolving loan fund program to assist homeowners with improving their properties. The program will use the basic guidelines from the Phase I program but review them to ensure their continued relevance and applicability and that the fund continues to meet the pressing home improvement needs of neighborhood residents.
- B) Outcomes:** Continued improvement of the existing housing stock of the neighborhood and increased length of residence by homeowners. Fewer homes being cited for health, safety and building code violations by the City.
- C) Players and Roles:**  
This program is offered with the direction and approval of the Board of Directors with fund administration by a contracted third party.
- D) Report and Evaluation:** This program will be evaluated on the basis of participation, compliance with budgeted costs and achievement of the stated outcomes.
- E) Timeline:** Year 2007 and ongoing.
- F) Budget:** The projected allocation of NRP Funds to support implementation is \$5,000.
- G) Contract Administrator:** DFD

## Housing and Land Use

**Strategy 4:** Special Initiatives for Housing Stabilization: Collaborate with and/or develop prevention and intervention programs to ensure residential stability.

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**A) Description:**

Create housing stabilization initiatives including, but not limited to, public awareness and educational campaigns related to home ownership, mortgage fraud, foreclosure prevention and preservation of ownership investment.

**B) Outcomes:**

Continued improvement of the existing housing stock of the neighborhood and increased length of residence by homeowners. Fewer homes being cited for health, safety and building code violations by the City.

**C) Players and Roles:**

These initiatives are offered with the direction and approval of the Board of Directors and collaboration with organizations and agencies working toward the same goals of housing and community stabilization including the City of Minneapolis Home Fund Board and CPED.

**D) Report and Evaluation:**

This program will be evaluated on the basis of participation, compliance with budgeted costs and achievement of the stated outcomes.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support implementation is \$56,263.

**G) Contract Administrator:** NRP / DFD

## Corridor Revitalization and Commercial Development

**Goal 1:** Create strong vital commercial areas, corridors and focal points of neighborhood activity.

**Objective A:** Invest in economic development, housing development, transit and transportation activities.

**Strategy 1:** Revitalize business areas by improving facades, providing low Interest loans and implementing development activities.

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### A) Description of Program

The program will support the revitalization of Lowry and other corridors where the location of business is appropriate according to the Minneapolis Plan. Implementation activities will include but is not limited to planning, facade improvements, marketing, pedestrian friendly streetscape improvements and business development, and other activities that encourage residential development and commercial revitalization of the primary corridors of Folwell neighborhood such as feasibility studies, planning and implementation of residential development.

### B) Outcomes:

Investments that help stabilize the housing market in Folwell and encourage new business and development to enhance the marketability of the neighborhood and improve the quality of life for residents.

### C) Players and Roles

The programs and services provided in these strategies are collaborative in nature and dependent on relationships with organizations and agencies working toward the same goals of community and economic development such as the Minneapolis Consortium of Community Developers and the City of Minneapolis CPED that are working toward the same goals of community and economic development. The Board of Directors is the final approving authority for participation

### C) Report and Evaluation:

These programs are evaluated on the basis of participation, compliance with budgeted costs and achievement of the stated goals and outcomes.

**E) Timeline:** Year 2007 and ongoing.

**F) Budget:** The projected allocation of NRP Funds to support strategy implementation is \$194,488. At least \$42,800 of the total allocation will directly support housing and housing related development activities along the corridors.

**G) Contract Administrator:** CPED / DFD

## FNA NRP Phase II

### Budget:

#### Folwell Neighborhood Association Phase II

PERSONNEL	Number	Time	Cost	Description
Executive Director	1	1	54,800.00	
Information Technology	1	1	45,760.00	
Administrative Assistant/ Maintenance	1	1	26,000.00	
NRP Coordinator	1	1	38,480.00	
Community Advocate	1	1	38,480.00	
Payroll Subtotal			203,520.00	
<b>Benefits/ Taxes</b>				
9503 Payroll Taxes/ Unemployment			16,281.60	8% of operating payroll
9504 FTE Health Benefits	2.06		6,180.00	
Payroll Total			225,981.60	* .5 Total \$112991
<b>Overhead</b>				
9020 Advertising & Promotions			2,100.00	
9030 Awards			1,420.00	
9040 Bank Service Charges			0.00	
9070 Bid Deposit			0.00	
9075 Bond Expense			0.00	
9080 Contract Payments			0.00	
9090 License & Fees			1,000.00	
9130 Cleaning/Janitorial			200.00	
9140 Contributions			1,500.00	
9180 Insurance			1,800.00	
9190 Dues & Subscriptions			600.00	
9200 Interest Expense			2,900.00	
9230 Licenses & Permits			80.00	
9240 Meeting Expenses			4,160.00	
9250 Newsletter & Notices			850.00	
9490 Office Supplies & Equipment			7,000.00	
9495 Computers & Support			2,500.00	
9510 Printing & Reproduction			6,000.00	
9570 Professional Fees			0.00	
9571 Professional Fees- Accounting			2,500.00	
9572 Professional Fees- Legal Fees			1,000.00	
9800 Telephone			400.00	
9801 Internet Expenses			3,000.00	
9820 Taxes			0.00	
9901 Entertainment			0.00	
9902 Meals/ Snacks			0.00	
9903 Travel Expenses			500.00	
9904 Hotels/ Lodging			0.00	
9910 Postage & Delivery			750.00	
9920 Professional Development			500.00	
9950 Rent			9,610.00	
9970 Repairs & Maintenance			1,000.00	
9980 Program Supplies			500.00	
9990 Utilities			0.00	
<b>9960 Special Events</b>				
4th Pre. Open House			1,300.00	
Annual Meeting			600.00	
Blue Ribbon House and Garden	*CHTC		600.00	
Bunny Breakfast			2,500.00	
Dog Daze			2,000.00	
Halloween in the Park			2,500.00	
Ice Cream Social			3,000.00	
Otter Trotter	*CHTC		1,000.00	
Quarterly Meetings	3		1,750.00	2 small 1 large
Real estate Tours	*CHTC		1,200.00	
Secret Garden Tour	*CHTC		500.00	
Senior Holiday Luncheon			300.00	
Senior Leaf Rake			200.00	
Senior Spring Clean-up			200.00	
Senior Summer Trip			600.00	
Senior Taskforce Luncheon			750.00	
Victory Race	*CHTC		2,300.00	
Volunteer Recognition			500.00	
Non-Payroll Expense Total			73,670.00	100% Total \$73,670
Program Total			299,651.60	.5 Total \$186661
Passed not to exceed \$185,000 1.09.2007.				
* CHTC, Come Home To Camden Programs; shared expense with Webber-Camden Neighborhood Organization				
* .5 Total \$112991, shared expense with Webber-Camden Neighborhood Organization				

## **FNA NRP Phase II**

### **Budget Comments:**

Folwell Neighborhood Association began as a result of the Neighborhood Revitalization Program and remains aligned with NRP concepts and purpose. The Association responds to the needs of neighborhood residents and, as a result, to issues and concerns of the larger community such as crime and housing stability.

The annual budget presented with this Phase II Neighborhood Action Plan was approved in January 2007 by the FNA Board of Directors.

The Board of Directors is aware that Phase II allocations for Neighborhood Revitalization Program activities, including the goals and strategies set forth in this Plan may not be sufficient. It is the intent of the Board of Directors to raise any additional funds necessary to implement the Plan as designed from the time of funding and beyond.

Additionally, Folwell Neighborhood Association provides implementation support for the Webber-Camden Neighborhood Organization (WCNO) which is also a partner in a number of initiatives known as the "Come Home to Camden" programs and events. Implementation support to WCNO offsets approximately fifty percent of FNA's Personnel costs related to NRP activities only. Budget line items related to programs and events reflect Folwell's costs prior to any other contributions.

## FOLWELL NEIGHBORHOOD PHASE II ACTION PLAN

ACTIVITY	EARLY ACCESS (2004/06)		ACTION PLAN		NRP	PROGRAM INCOME	PHASE I ROLLOVER	CHANGES
	NRP	NRP	NRP	NRP	PHASE II			
	HOUSING	OTHER	HOUSING	OTHER	TOTAL			
<b>PUBLIC SAFETY AND COMMUNITY BUILDING (page 9)</b>								
Implementation of Public Safety/Community Building Strategies				173,100	173,100			
1.A.1. Community Coordinator					0			
1.B.1. Community Advocate					0			
1.C.1. Design/Implement Programs, Events and Services					0			
1.D.1. Maintain/Enhance Communication Sharing Services					0			
1.E.1. Obtain/Manage Implementation Resources					0			
2.A.1. Community Oriented Public Safety Initiative		see * below			-			
3.A.1. Plan Development		51,525			51,525			
<b>HOUSING AND LAND USE (page 15)</b>								
1.A.1. Housing Revolving Loan Fund Program			200,000		200,000			
1.A.2. Urgent and Compliance Loan Fund Program			50,000		50,000			
1.A.3. First Time Homebuyers Fund			5,000		5,000			
1.A.4. Housing Stabilization Initiatives			56,263		56,263			
<b>CORRIDOR REVITALIZATION AND COMMERCIAL DEVELOPMENT (page 19)</b>								
1.A.1. Commercial Loans/Development Activities			42,800	151,688	194,488			
<b>TOTAL</b>	0	51,525	354,063	324,788	730,376	0.00	0.00	
EARLY ACCESS APPROVED	51,525		0		51,525			
<b>TOTAL ACTION PLAN REQUEST</b>	<b>51,525</b>		<b>678,851</b>		<b>730,376</b>			
APPROVED COPSI RESERVE FUND *	24,211.00				24,211.00			
ADMINISTRATIVE FUNDS IN PLAN	51,525		173,100		224,625	30.75%		
ADMINISTRATIVE FUNDS FOR HOUSING					157,255			
TOTAL HOUSING ALLOCATION					511,318	70.01%		
2007 APPROPRIATION NEEDED			229,869		229,869			
2008 APPROPRIATION NEEDED			114,935		114,935			
2009 APPROPRIATION NEEDED			114,934		114,934			
AMOUNT AVAILABLE (70%) IN 1ST 3 YEARS **	51,525		459,738		511,263			

\* - The Folwell and Jordan Community Oriented Public Safety Initiative (Public Safety and Community Building 2.A.1.) was funded through the NRP Community Oriented Public Safety Initiatives Reserve Fund (COPSIRF) for a total of \$48,422; Folwell's portion of the allocation is \$24,211. Final expenditures for this initiative are \$48,360; Folwell's share of these expenditures is \$24,180. Since the allocation is from the Community Oriented Public Safety Initiatives Reserve Fund, the allocation is not included in the total Action Plan Request calculated above, nor does it count against the neighborhood's Phase II allocation.

\*\* - On March 22, 2004, the NRP Policy Board adopted a policy that requires each neighborhood to limit its Phase II Neighborhood Action Plan obligations to no more than 70% of their neighborhood allocation during the first three years following approval of its action plan.



## FOLWELL NEIGHBORHOOD PHASE II ACTION PLAN

ACTIVITY	Comments	Contract Administrator
<b><u>PUBLIC SAFETY AND COMMUNITY BUILDING (page 9)</u></b>		
Implementation of Public Safety/Community Building Strategies	Funds to be allocated to strategies below	TBD
1.A.1. Community Coordinator	Projected allocation = \$18,000	NRP
1.B.1. Community Advocate	Projected allocation = \$18,000	NRP
1.C.1. Design/Implement Programs, Events and Services	Projected allocation = \$60,000	NRP/DFD
1.D.1. Maintain/Enhance Communication Sharing Services	Projected allocation = \$18,000	NRP
1.E.1. Obtain/Manage Implementation Resources	Projected allocation = \$59,100	NRP
2.A.1. Community Oriented Public Safety Initiative		Police
3.A.1. Plan Development		NRP
<b><u>HOUSING AND LAND USE (page 15)</u></b>		
1.A.1. Housing Revolving Loan Fund Program		DFD
1.A.2. Urgent and Compliance Loan Fund Program		DFD
1.A.3. First Time Homebuyers Fund		DFD
1.A.4. Housing Stabilization Initiatives		NRP/DFD
<b><u>COMMERCIAL (page 3)</u></b>		
1.A.1. Commercial Property Improvement Fund		CPED/DFD
<b><u>ADMINISTRATION (page 3)</u></b>		
1.A.1. Administrative Support		NRP

Folwell Neighborhood Phase II Action Plan (Folwell 2.xls)  
 Date Prepared: June 18, 2007  
 Last Revision: June 19, 2007  
 Prepared By: Robert Cooper, Finance 673-5239