

## Memorandum

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: March 17, 2010

Subject: **East Calhoun NRP Phase II Neighborhood Action Plan**

The East Calhoun Community Organization (ECCO) is submitting its NRP Phase II Neighborhood Action Plan on behalf of the East Calhoun neighborhood for your review and approval. The ECCO Board approved the plan on December 3, 2009 and the residents approved the plan on March 4, 2010. The plan requests a total Phase II allocation of \$334,613. This is the allocation approved by the Policy Board on April 19, 2004 for the neighborhood's Phase II activities.

ECCO presented a Phase I NRP Neighborhood Action Plan review to the Policy Board on May 17, 2004. The neighborhood's Phase II planning process did not begin until the end of 2006 when the neighborhood qualified to begin Phase II activities. With uncertainty about the funding and future of NRP, the neighborhood decided to take their time to organize interest and to survey the residents while continuing to implement the strategies from the Phase I plan. The plan being presented by the neighborhood for adoption by the Policy Board was developed over the past year and a half.

The Phase II plan more than meets the housing requirements (84% of the plan) by providing a mix of strategies that will help ECCO residents maintain and improve the quality of the housing stock in East Calhoun. The housing strategy addresses the City's *Livable Communities, Healthy Lives* goal as well as the *Eco-Focused* goal.

The remaining dollars are allocated to Environmental strategies that support the City's *Eco-Focused* goal, to Crime and Safety and Community Building strategies that support the City's *A Safe Place to Call Home* and *Many People, One Minneapolis* goals, and to plan implementation.

Of particular note is the neighborhood's desire to continue the successful tree grants from Phase I and to have strategies in place in the plan to encourage partnership with the Park Board as a master plan for Lake Calhoun is developed. The Phase II planning process has also revitalized an interest in ECCO activities with a new logo design. Web and e-mail marketing has also been helpful in this revival of interest.

Based upon the plan development process used by the neighborhood, the opinion by NRP's legal counsel 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 East Calhoun neighborhood of \$334,613, based on the Phase II revenues projected for NRP;

**WHEREAS:** The East Calhoun neighborhood has conducted an extensive and inclusive planning process;

**WHEREAS:** The submitted East Calhoun Phase II Neighborhood Action Plan requests an allocation of \$334,613 and dedicates more than 70% of that allocation to housing programs, projects, services and activities;

**RESOLVED:** That the Minneapolis Neighborhood Revitalization Program Policy Board hereby accepts and adopts the East Calhoun NRP Phase II Neighborhood Action Plan dated December 3, 2009;

**RESOLVED FURTHER:** That the Board hereby authorizes the Director to request that the City Council and Mayor: [a] approve the East Calhoun 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 \$334,613; [b] amend the 2010 General Appropriation Resolution to increase the Fund CNR0 (NRP Fund) appropriation by \$267,690 from existing fund balance for implementation of the approved Plan; [c] authorize the appropriate City officers to reserve the remaining \$66,923 for Plan implementation in a reserve account within Fund CNR0 for future years expenditures on the approved Plan provided that no more than 80% of the amount approved for the Plan (\$267,690) 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 Plan and the activities above.

March 11, 2010

Minneapolis Neighborhood Revitalization Program  
Robert Miller, Director  
Crown Roller Mill Suite #425  
105 5<sup>th</sup> Avenue South  
Minneapolis, Minnesota 55401

Dear Mr. Miller,

The East Calhoun (ECCO) neighborhood has completed its NRP Phase II Neighborhood Action Plan. It has been review by NRP staff and NRP legal counsel and on March 4<sup>th</sup> it was approved by the neighborhood by a vote of 50-4.

The neighborhood used the following process to develop the plan:

**2006:** The neighborhood began working on the Phase II plan.

**2007:** A survey was sent to residents to assess the needs and interests of the neighborhood. Neighbors were encouraged to participate on the Steering Committee.

**2007-09:** The Steering Committee reviewed the survey results and drafted the plan. Throughout the process, we continued outreach to the community to encourage participation by running articles and ad in the neighborhood newspaper and communicating via our e-mail newsletter and in person at our social events.

**October 2009:** The plan was presented at the ECCO Annual Meeting.

**November 2009:** Thirty-day community comment period.

**December 2009:** Comments were reviewed, the plan was revised and approved by the ECCO Board.

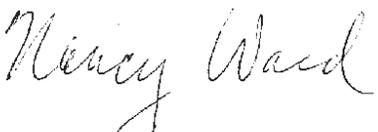
**January/February 2010:** Community review period

**March 2010:** Neighborhood-wide vote.

According to the 2000 U.S. Census, 62% of residents of East Calhoun are renters. In an effort to include the renters in the process, the ECCO Board approved the mailing of an informational flier to every address in the East Calhoun neighborhood, which contained a summary of the Phase II plan and an invitation to attend a special ECCO Board meeting on March 4<sup>th</sup> for the neighborhood-wide vote. The flier also included a mail-in ballot for people who were not able to attend the meeting. In addition, the neighborhood-wide vote was advertised in the neighborhood newspaper, on our website and in our e-mail newsletter.

On March 4<sup>th</sup>, the plan was approved by a vote of 50-4. The mail-in ballot was a popular voting option, accounted for 57% of the total votes cast. We look forward to presenting our plan to the NRP Policy Board at the March 22, 2010 meeting.

Sincerely,



Nancy Ward  
President, East Calhoun Community Organization



Phase II Action Plan  
Approved by ECCO Board  
December 3, 2009

## Table of Contents

Neighborhood Profile .....	1
East Calhoun’s NRP Planning Process .....	2
Phase II NRP Action Plan for East Calhoun .....	3
Housing .....	3
Community Building .....	4
Crime and Safety .....	6
Environment .....	7
Implementation Plan .....	9

## Neighborhood Profile

East Calhoun is located in Minneapolis’ Calhoun-Isle community and is part of the Uptown area. The neighborhood is bordered by Lake Street on the north and 36<sup>th</sup> Street on the south. Calhoun Parkway is the western extent of East Calhoun, which runs to Hennepin Avenue to the east. Lake Calhoun, one of Minneapolis’ most popular attractions, is at the neighborhood’s western border. A wide variety of amenities are located in and around East Calhoun including shops, restaurants, night clubs, movie theaters, coffee shops and grocery stores. The housing mix includes apartment buildings, duplexes and single-family homes that were built mostly at the beginning of the 20<sup>th</sup> century.

The following demographic information regarding the East Calhoun neighborhood was taken from the City of Minneapolis website (with sources cited as Minneapolis Community Planning and Economic Development with data from the 2000 U.S. Census):

- There were 2,545 persons living in East Calhoun in 2000. Of this population, 89% were White, 4% Asian, 2% Hispanic, 2% Black, and 3% listed as American Indian or other. Of the 2,545 residents, the largest age group is the 25-44 year-olds, with 50% of the population. The percentage of the other age groups was as follows: 12% age 0-19, 12% age 18-24, 20% age 45-64, and 6% age 65 or older.
- There were 1,300 occupied housing units in the East Calhoun neighborhood and 18 vacant housing units in 2000. Of the occupied housing units, 62% were renter occupied and 38% owner occupied.
- The median household income (in 1999 dollars) was \$54,792 for East Calhoun households (vs. \$37,974 for the city of Minneapolis).

## **East Calhoun's NRP Planning Process**

- July 1998 East Calhoun Phase I Action Plan approved by neighborhood
- May 2004 East Calhoun Phase I Action Plan outcomes reviewed, presented to the neighborhood and the NRP Policy Board
- October 2006 East Calhoun Phase II Participation Agreement approved by the neighborhood and NRP staff
- 2007 Outreach to neighborhood to encourage participation on Steering Committee. Committee begins planning for Phase II
- October 2007 Survey is sent to the East Calhoun neighborhood to assess the needs and interest of residents
- 2008-09 Steering Committee reviews survey results, continues outreach to encourage participation and begins working on the Phase II Action Plan
- October 2009 Draft of East Calhoun's Phase II Action Plan is presented at the ECCO Annual Meeting

## Phase II NRP Action Plan for East Calhoun

Housing	\$234,229
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**Goal 1: Increase the sense of pride in our community by maintaining the quality of the housing stock in East Calhoun through energy efficiency upgrades and improvements to exterior appearance.**

**Objective 1:** Increase energy efficiency awareness and help property owners reduce energy consumption and expenses.

**Strategy 1:** Encourage weatherization projects in East Calhoun properties.

### Strategy Description

- Offer grants to East Calhoun residents for energy audits.

**Budget:** Up to \$100 per property for energy audit. Total available \$10,229

**Objective 2:** Provide matching grants to improve the energy efficiency and/or exterior appearance of residential structures in the neighborhood.

**Strategy 1:** Maintain and improve neighborhood appearance by establishing a matching grant program for energy efficiency upgrades and/or for improvements made to the exterior appearance of residential structures.

### Strategy Description

- Matching grant program (ratio: 25% NRP funds to 75% property owner funds).
- Maximum grant amount of \$3,000 per property.
- Energy efficiency upgrades would include but are not limited to weatherization, window and door replacement and improvements to heating and cooling systems.
- Projects that rehabilitate and/or upgrade the exterior of an existing residential structure would qualify for the grant.
- Grant would be administered by a third-party agency and guidelines would be developed to insure that fair access to these funds would be taken into consideration.

**Budget:** \$3,000 per property. Total available \$140,000

**Objective 3:** Provide low interest loan program to improve the energy efficiency and/or exterior appearance of residential structures in the neighborhood.

**Strategy 1:** Maintain and improve neighborhood appearance by establishing a below market interest loan program for energy efficiency upgrades and/or for improvements made to the exterior appearance of residential structures.

**Strategy Description**

- Below market interest revolving loan program administered by third-party agency.
- Energy efficiency upgrades would include but are not limited to weatherization, window and door replacement and improvements to heating and cooling systems.
- Projects that rehabilitate and/or upgrade the exterior of an existing residential structure would qualify for the loan.
- Loan guidelines to include an income cap to focus funds to greater financial need.
- Loan range \$2,500 to \$7,500.
- East Calhoun would have the discretion to use revenue generated from this program for reinvestment in the program or for other NRP qualified neighborhood projects or programs.

**Budget:** Minimum loan amount of \$2,500 and maximum of \$7,500 per property. \$7,500 (max loan). Total available \$84,000

**Note:** Property owner could apply for the grant and the loan (if they are within the income cap) with the stipulation that the grant amount + the loan amount are not to exceed the total cost of the project.

Community Building	\$23,130
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**Goal 1: Increase community building within the East Calhoun neighborhood**

**Objective 1:** Increase communication with East Calhoun residents

**Strategy 1:** Communicate with East Calhoun residents by supporting the local newspaper.

**Strategy Description**

- Support the Uptown Neighborhood News (UNN) by committing to one-half page of advertising in each issue of the newspaper to promote community events in East Calhoun.
- Encourage board members and residents to submit articles of interest to the UNN.

**Budget:** \$350 per month in advertising with the UNN x 12 months = \$4,200 per year x 3 years = \$12,600

**Strategy 2:** Communicate with East Calhoun residents through Web-based applications.

**Strategy Description**

- Maintain a website for the East Calhoun neighborhood.
- Continue monthly e-communication with neighborhood by using an e-mail marketing service.

**Budget:** \$30 per month web hosting fee x 12 months = \$360 per year x 3 years = \$1,080  
\$150 per year subscription to email marketing service x 3 years = \$450

**Objective 2:** Encourage community building activities through social events in the neighborhood.

**Strategy 1:** Provide opportunities for residents to gather in social settings to encourage relationship building within the neighborhood.

**Strategy Description**

- Continue to support events such as the annual Labor Day Parade and the Summer Barbecue series (2009).
- Provide reimbursement of eligible expenses to encourage more events.
- Organize, promote, and support new community-building events, such as a Spring and/or Fall Plant Exchange; neighborhood educational classes on How to recycle/ How to set up your home for recycling, or other skills people want to share.
- Possibly start a co-op H/OUR EXCHANGE-- one hour of your time for one hour of mine (for ECCO residents only).
- Possibly start a preferred vendor list for contractors that residents have hired.
- Engage with the Uptown Association.

**Budget:** \$4,000 (roughly \$1,300 per year x 3 years)

**Objective 3:** Increase neighborhood identity.

**Strategy 1:** East Calhoun sponsored a new logo contest. Use the new logo to better promote the neighborhood identity.

**Strategy Description**

- Create new signage for the neighborhood boundaries to increase neighborhood identity.

**Budget:** \$5,000

**Goal 1: Increase safety and prevent crime in East Calhoun.**

**Objective 1:** Improve the security of residential property

**Strategy 1:** Renew the Home Security Grant program from Phase I. Create a fund from which East Calhoun property owners can be reimbursed for the cost of the purchase and/or installation of equipment to promote home security and safety.

**Strategy Description**

- Equipment includes outdoor security lighting, motion-detector lighting, deadbolt locks, window pins, light timers, and home security system equipment and installation (not ongoing costs) and electrical work related to home security.
- Allow East Calhoun property owners a one-time reimbursement of up to \$100 per property based on criteria established.

**Budget:** \$100 per property. Total available \$7,500

**Objective 2:** Increase the number of active block clubs in East Calhoun

**Strategy 1:** Create and facilitate on-going activities for block clubs within East Calhoun.

**Strategy Description**

- Work with police department to recruit and train block club leaders for inactive blocks.
- Organize new block clubs and encourage on-going participation.
- Hold neighborhood-wide block club events (Labor Day Picnic, etc. to promote block club activities).
- Work with police department to provide programs for block clubs.

**Budget:** Budget is coordinated with Community Building activities (see Objective 2, Strategy 1)

**Goal 1: Improve the quality of the environment and enhance public spaces in East Calhoun.**

**Objective 1:** Create opportunities for residents to actively improve the environment.

**Strategy 1:** Provide reimbursement for East Calhoun residents to purchase rain barrels and/or compost bins for home use.

**Strategy Description**

- Allow East Calhoun property owners a one-time reimbursement of up to \$100 per property based on criteria established.

**Budget:** \$100 per property. Total available \$4,000

**Objective 2:** Provide educational forums to engage East Calhoun residents on environmental issues in the neighborhood.

**Strategy 1:** Identify environmental organizations willing to pursue environmental improvement project in partnership with East Calhoun residents.

**Strategy Description**

- East Calhoun will seek out partnerships with organizations such as the Park Board, Tree Trust, Metro Blooms, etc. to create solutions for environmental concerns.

**Budget:** \$1,000 (roughly \$300 per year x 3 years)

**Objective 3:** Enhance and expand the green space in East Calhoun by involving East Calhoun residents in the protection of the natural landscape.

**Strategy 1:** Maintain the health of the natural landscape within East Calhoun.

**Strategy Description**

- Provide grants to residents for treatment of diseased trees on properties in East Calhoun (boulevard and on private property).
- Include funds to add additional trees to the boulevards within the neighborhood to maintain the tree canopy.
- Provide grants to assist with removal of invasive species (such as buckthorn).

**Budget:** \$250 per property for tree grants + money for boulevard tree replacement and removal of invasive species. Total available for grants and boulevard tree replacement \$15,000

**Strategy 2:** Add boulevard gardens in public, high-visibility areas of the neighborhood.

**Strategy Description**

- Convert boulevards in high-visibility areas to gardenscapes.

**Budget:** \$5,000

**Objective 4:** Establish a fund to encourage partnerships for general park improvements.

**Strategy 1:** Partner with Minneapolis Park Board to enhance public areas in and around East Calhoun as it relates to the master plan for Lake Calhoun.

**Strategy Description**

- Work with the Park Board to help maintain native plantings and trees on slopes of east side of Lake Calhoun and to maintain habitat for wildlife.

**Strategy 2:** Enhancement of the Loon Lake Trolley Path.

**Strategy Description**

- Partner with Minneapolis Park Board to build a connection (steps or more defined path) from the trolley path down to the sidewalk on 36<sup>th</sup> Street. Add identifying signage at north and south entrances to the path.
- Work with Minneapolis Park Board to identify and remove invasive species on the trolley path.

**Strategy 3:** Offer additional recycling opportunities on the east side of Lake Calhoun.

**Strategy Description**

- Partner with Park Board to install additional recycling bins along the east side of Lake Calhoun.

**Budget:** \$13,674 for all of Objective 4. Other sources of funding are the Park Board and fundraising

## Implementation Plan

\$31,080

### **Goal 1: Implement the East Calhoun Phase II plan in a timely and efficient manner.**

**Objective 1:** Provide the support necessary to implement the East Calhoun Phase II plan.

**Strategy 1:** Provide staff and administrative support to implement all components of the East Calhoun Phase II plan.

#### **Strategy Description**

- Assist with implementation of the Phase II plan.
- Carry out the administrative and organizational tasks necessary to implement the East Calhoun Phase II plan.

#### **Budget:**

NRP Coordinator:

\$18/hour x 10 hours per week = \$9,360 per year x 3 of years = \$28,080

Operating expenses:

Supplies, printing, postage

\$1,000 per year x 3 = \$3,000

## EAST CALHOUN PHASE II ACTION PLAN

ACTIVITY	ACTION PLAN		NRP	PROGRAM INCOME	PHASE I ROLLOVER	CHANGES
	NRP HOUSING	NRP OTHER	PHASE II TOTAL			
<b>HOUSING (page 3)</b>						
1.1.1. Energy Audit Grant Program	10,229		10,229			
1.2.1. Matching Grant Program	140,000		140,000			
1.3.1. Revolving Loan Program	84,000		84,000			
<b>COMMUNITY BUILDING (page 4)</b>						
1.1.1. Advertising in Local Newspaper		12,600	12,600			
1.1.2. Neighborhood Web Site		1,530	1,530			
1.2.1. Neighborhood Events		4,000	4,000			
1.3.1. Neighborhood Boundary Signage		5,000	5,000			
<b>CRIME AND SAFETY (page 6)</b>						
1.1.1. Home Security Grant Program	7,500		7,500			
<b>ENVIRONMENT (page 7)</b>						
1.1.1. Rain Barrels/Compost Bins		4,000	4,000			
1.2.1. Environmental Improvement Projects		1,000	1,000			
1.3.1. Trees/Invasive Species Removal		15,000	15,000			
1.3.2. Boulevard Gardens		5,000	5,000			
1.4.1-3. Park Improvements		13,674	13,674			
<b>IMPLEMENTATION PLAN (page 9)</b>						
1.1.1. Staff and Administrative Support		31,080	31,080			
<b>TOTAL</b>	<b>241,729</b>	<b>92,884</b>	<b>334,613</b>	<b>0.00</b>	<b>0.00</b>	
<b>ACTION PLAN REQUEST</b>	<b>334,613</b>		<b>334,613</b>			
ADMINISTRATIVE FUNDS IN PLAN	49,210		49,210	14.71%		
ADMIN FUNDS FOR HOUSING			41,680			
TOTAL HOUSING ALLOCATION			283,409	84.70%		
2010 APPROPRIATION NEEDED	267,690		267,690			
AMOUNT AVAILABLE IN 1ST 3 YEARS *	267,690		267,690			

\* - 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. On April 28, 2008, the Policy Board approved the reallocation of unspent NRP funds to Phase II Neighborhood Action Plans, increasing the amount of funds available to neighborhoods during the first three years following action plan adoption to 74.15%. On October 27, 2008, the Policy Board revised its 2004 policy to allow access to neighborhoods to have access to 80% of their neighborhood allocation during the first three years following approval of its action plan.

## EAST CALHOUN PHASE II ACTION PLAN

ACTIVITY	CONTRACT ADMINISTRATOR					
<b>HOUSING (page 3)</b>						
1.1.1. Energy Audit Grant Program	DFD					
1.2.1. Matching Grant Program	DFD					
1.3.1. Revolving Loan Program	DFD					
<b>COMMUNITY BUILDING (page 4)</b>						
1.1.1. Advertising in Local Newspaper	NRP					
1.1.2. Neighborhood Web Site	NRP					
1.2.1. Neighborhood Events	NRP					
1.3.1. Neighborhood Boundary Signage	DFD					
<b>CRIME AND SAFETY (page 6)</b>						
1.1.1. Home Security Grant Program	DFD					
<b>ENVIRONMENT (page 7)</b>						
1.1.1. Rain Barrels/Compost Bins	DFD					
1.2.1. Environmental Improvement Projects	DFD					
1.3.1. Trees/Invasive Species Removal	DFD/MPRB					
1.3.2. Boulevard Gardens	DFD					
1.4.1-3. Park Improvements	MPRB					
<b>IMPLEMENTATION PLAN (page 9)</b>						
1.1.1. Staff and Administrative Support	NRP					

East Calhoun Phase II Action Plan (ECCO 2.xls)  
 Date Created: December 8, 2009  
 Last Revision: December 8, 2009  
 Prepared By: Robert Cooper, Finance, 673-5239