

MEMORANDUM

To: NRP Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: December 15, 2010

Subject: Nokomis East Phase II Neighborhood Action Plan

On behalf of the Nokomis East Neighborhood Association (NENA) I am submitting the Phase II Nokomis East Neighborhoods 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 over seventy percent (70%).

The Phase II Neighborhood Action Plan allocates \$1,620,848 in the following manner.

Housing	\$ 1,135,000
Environment	\$ 100,000
Community Participation and Outreach	\$ 205,000
Community Development	\$ 15,848
Implementation Support	\$ 165,000

The completion of this NRP Phase II Plan for Nokomis East comes at a time when Nokomis East Neighborhood Association (NENA) is in a position to take advantage of emerging opportunities for neighborhood improvement and build on new relationships with our growing Latino population and new immigrants. The Plan gives the neighborhood the opportunity to continue working with the City's Benefiting Bossen Group to improve the livability of a rental area that has been troubled for many years by disinvestment, problem properties, absentee landlords, crime, and high tenant turnover. It also allocates funds to create incentives for property improvements.

Another project, the hugely successful Minneapolis Monarch Festival, a partnership of NENA, the Minneapolis Park and Recreation Board (MPRB), and Community Celebration of Place, has given the neighborhood experience working in a bi-lingual environment, and created connections with Latinos that NENA can use to reach out to the community. These and other initiatives are outlined in four sections of this Plan: housing, environment, community participation and outreach, and community development. Each section contains goals, objectives, strategies and specific actions to be implemented over the next four to six years. The Plan gives NENA a blueprint for the coming years and the financial resources to carry it out, neither of which would be possible without the Neighborhood Revitalization Program.

NENA began its Phase II planning in 2007 by soliciting members for the Phase II Steering Committee. They used a variety of methods to invite community members to participate—asking for volunteers at Town Meetings, in the *Longfellow Nokomis Messenger*, at community events, on the NENA website and through emails. They also spent two days greeting and talking with commuters at the 50th Street and 46th Street LRT stations as a way of identifying new people who may be interested in serving on the committee.

The Steering Committee drafted the Participation Agreement and then reviewed Phase I projects. A comprehensive review completed in 2002 of the Phase I Neighborhood Action Plan provided a good starting point for a final Phase I evaluation.

The Steering Committee drafted a survey as the primary tool for community input. Members spent a considerable amount of time developing the survey, aiming for enough questions to gather sufficient information but not so many that the survey would be too long. NENA then worked with the Center for Survey Research at the University of Minnesota to finalize the draft, and prepare accompanying materials to be mailed with the survey. They ordered a new mailing list for the neighborhood to ensure new houses and multi-family buildings were included, and used Business Reply Mail to make it as easy as possible for people to return their surveys. (Copies of the survey and cover letter are available on request). The survey was mailed in June 2010 to 6,777 addresses, which included neighborhood businesses. A follow up postcard was sent about three weeks later, reminding people to return their survey, and giving them a chance to get another copy if theirs had been misplaced. The NENA E-List and meetings were also used to remind people to complete their surveys. Approximately 60 additional surveys were mailed out and returned. More than 30% of NENA's residents returned responses to the survey

NRP's external counsel has reviewed this plan and indicated that each plan strategy is consistent with the NRP statute. Based on my review of the Plan, the results of the legal review and the process used by Nokomis East to develop this 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 Nokomis East neighborhoods at \$1,620,848 based on the Phase II revenues projected for NRP,

WHEREAS: The Nokomis East neighborhoods have conducted an inclusive Phase II plan development process,

WHEREAS: The submitted Nokomis East NRP Phase II Neighborhood Action Plan requests an allocation of \$1,620,848 and dedicates (70%) percent 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 Nokomis East Phase II Neighborhood Action Plan,

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 Nokomis East NRP Phase II Neighborhood Action Plan, and specifically those parts of the Plan that fall under City jurisdiction, for their Phase II allocation of \$1,620,848; [b] amend the 2010 General Appropriation Resolution to increase the Fund CNR0 (NRP Fund) by \$1,620,848 from existing fund balance for implementation of the approved Plan; and [c] authorize the appropriate City officers to enter into any contracts or agreements necessary to implement the activities above.

Nokomis East Neighborhood Association

NRP Phase II Plan

October 7, 2010

Approved by the Neighborhood on October 28, 2010



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TABLE OF CONTENTS

Introduction	Page 2
Section 1 – Housing	Page 7
Section 2 – Environment	Page 12
Section 3 – Community Participation and Outreach	Page 16
Section 4 – Community Development	Page 20
Section 5 - Administration	Page 24

The completion of this NRP Phase II Plan for Nokomis East comes at a time when Nokomis East Neighborhood Association (NENA) is in a position to take advantage of emerging opportunities for neighborhood improvement and build on new relationships with our growing Latino population and new immigrants. The Plan gives us the opportunity to continue working with the City's Benefiting Bossen Group to improve the livability of a rental area that has been troubled for many years by disinvestment, problem properties, absentee landlords, crime, and high tenant turnover. It also allocates funds to create incentives for property improvements.

The hugely successful Minneapolis Monarch Festival, a partnership of NENA, the Minneapolis Park and Recreation Board (MPRB), and Community Celebration of Place, has given us experience working in a bi-lingual environment, and created connections with Latinos that NENA can use to reach out to the community. These and other initiatives are outlined in four sections of this Plan: housing, environment, community participation and outreach, and community development. Each section includes goals, objectives, strategies and specific actions to be implemented over the next four to six years. The Plan gives NENA a blueprint for the coming years and the financial resources to carry it out, neither of which would be possible without the Neighborhood Revitalization Program.

Vision

Nokomis East will be a neighborhood with a strong identity and sense of community. It will provide access to quality education, shopping, and recreation for residents and visitors. The neighborhood will strive to maintain and improve the integrity of its built and natural environments. NENA will be a catalyst for neighborhood improvement. NENA is committed to a high level of participation, with a reputation for being an effective advocate and leader for the neighborhood.

Neighborhood Description

Nokomis East is made up of four neighborhoods at the southeastern corner of Minneapolis: Morris Park, Minnehaha, Wenonah and Keewaydin. Its borders are Minnehaha Parkway on the north, Cedar Avenue on the west, Highway 55 on the east, and the southern border of the city on the south. The neighborhood enjoys beautiful parks, including Lake Nokomis. Minnehaha Park is just across Hiawatha Avenue, and to its south is Fort Snelling State Park.

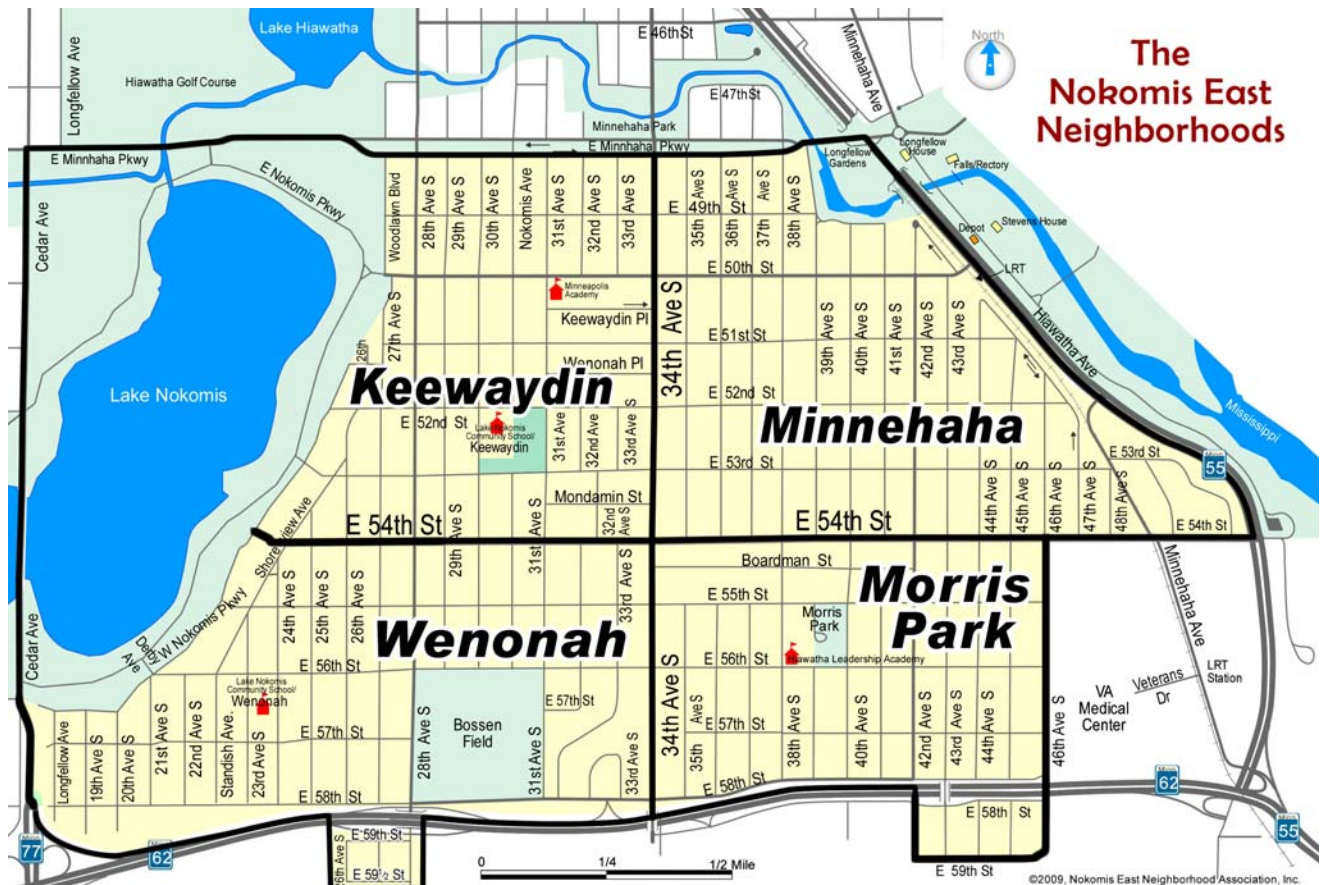
Nokomis East had a population in 2000 of 14,642 people and 6,598 housing units. The population was 83% White. African Americans made up 7% of the population, and Asian, American Indian and other races made up the remaining 10%. Five percent of the population identified itself as Hispanic or Latino.

NENA's total population decreased slightly (3%) between 1990 and 2000, while the number of households remained stable. The number of seniors aged 65 and over declined by 24% and the number of children under age 5 decreased 10%. The largest growth in population between 1990 and 2000 was in the Hispanic/Latino population, with an increase of 238%. The number of African Americans more than doubled (up 117%), and the Asian population increased 80%. The White population decreased 14%.

Nokomis East Neighborhood Association - NRP Phase II Plan

Eighty-one percent of the housing units in Nokomis East were owner-occupied in 2000, an increase of 3% over 1990, with a corresponding decrease of 10% in rental units. The number of vacant housing units dropped 43% between 1990 and 2000, from 194 to 110.

Two trends appear to be occurring since the 2000 census: 1) There are more young children in the neighborhood, and 2) the percentage housing units that are owner-occupied is decreasing. We see more families with children moving into the neighborhood, and more single family houses converted from homesteaded to rental property. We also expect to see an increase in the overall population in the 2010 census due to new development along the LRT line. Since 2005, over 150 new housing units have been added and an additional 100 units are in the planning or approval stages.



Phase II Planning Process

NENA began its Phase II planning in 2007 by soliciting members for the Phase II Steering Committee. We used a variety of methods to invite community members to participate—asking for volunteers at Town Meetings, in the *Longfellow Nokomis Messenger*, at community events, on the NENA website and through emails. We also spent two days greeting and talking with commuters at the 50th Street and 46th Street LRT stations as a way of identifying new people who may be interested in serving on the committee.

The Steering Committee drafted the Participation Agreement and then reviewed Phase I projects. A comprehensive review completed in 2002 of our Phase I plan provided a good starting point for a final Phase I evaluation.

The Steering Committee drafted a survey as our primary tool for community input. Members spent a considerable amount of time developing the survey, aiming for enough questions to gather sufficient information but not so many that the survey would be too long. NENA then worked with the Center for Survey Research at the University of Minnesota to finalize the draft, and prepare accompanying materials to be mailed with the survey. We ordered a new mailing list for the neighborhood to ensure new houses and multi-family buildings were included, and used Business Reply Mail to make it as easy as possible for people to return their surveys. (Copies of the survey and cover letter are available on request). The survey was mailed in June 2010 to 6,777 addresses, which included neighborhood businesses. A follow up postcard was sent about three weeks later, reminding people to return their survey, and giving them a chance to get another copy if theirs had been misplaced. The NENA E-List and meetings were also used to remind people to complete their surveys. Approximately 60 additional surveys were mailed out and returned.

We were pleased with a response rate of 30% by the time the University started tabulating the results in August 2010. Over two thousand households took the time to fill out and return the survey, and over half of those also included written comments. Safety was rated the highest concern, followed by environment. Commercial, transportation, and advocacy and citizen participation all scored very closely together. Safety has been a big concern in the neighborhood the past two years due to marked increases in burglaries, larceny and car thefts.

While the primary purpose of the survey was to form the basis for drafting the Phase II Plan, it was also designed to gauge residents' concerns, interests, and priorities even if they identified issues that NENA could not address in its Plan. A Drafting Group (subgroup of the Steering Committee) reviewed the survey results and identified the priority goals and objectives. In drafting the Plan, we considered the importance of the issues as indicated by the Phase II Survey, the context and timing of the survey, the feasibility of addressing an issue, the 70% housing requirement, NENA's experiences with Phase I projects, organizational capacity, and the importance of flexibility to address changing situations.

Financial Summary

Phase II Allocation:	\$ 1,620,848
70% Housing:	1,134,594

		<u>Funds</u>	<u>Strategy #</u>
<u>Housing</u>			
Home Improvement, Multi-family, etc	NRP Phase II	\$ 800,000	1.1-3.1
	Phase I rollover	75,000	
Bossen Group, Problem Properties, Housing Fair, etc	NRP Phase II	335,000	1.4-7.1
	Phase I rollover	75,000	

Phase II Housing Funds		1,135,000	
Total Housing		1,285,000	
<u>Environment</u>			
Naturescape, Gateway Gardens, Env. Education	NRP Phase II	75,000	1.1-4.1
	Phase I rollover	15,000	
Trees	NRP Phase II	25,000	1.5.1
	Phase I rollover	15,000	
<u>Community Participation and Outreach</u>			
Communications, Latino Outreach, Events, Advocacy	NRP Phase II	205,000	1.1-5.1
	Phase I rollover	100,000	
<u>Community Development</u>			
Promote Business	NRP Phase II	5,848	1.1-2.1
	Phase I rollover	5,000	
Façade, Interior Improvements, Pedestrian Lighting	NRP Phase II	0	1.3-5.1
Small grants for kids programs	NRP Phase II	10,000	2.1-2.1
	Phase I rollover	20,000	
<u>Administration</u>			
Phase II Plan Development	Phase I rollover	100,000	1.1-3.1.A
	NRP Phase II	165,000	1.1-3.1
	Phase I rollover	15,663.86	
Total Phase II		\$ 1,620,848	
Total		2,041,511.86	

Housing

(Section I)



Goal 1

Protect housing values and strengthen the tax base by maintaining and improving the housing stock.

Objectives

- 1) Provide financing for home maintenance and improvement projects.
- 2) Assist low income homeowners in correcting housing code violations and safety problems that present significant hazards.
- 3) Improve building conditions and overall livability in the Bossen Area.
- 4) Continue supporting and participating in the Benefiting Bossen Group.
- 5) Reduce blighting influences such as poorly maintained and problem properties.
- 6) Provide residents with information and contacts for reputable contractors, lenders, and nonprofit agencies to support their home maintenance and home improvement projects.
- 7) Provide staff support to ensure the successful implementation of Phase II housing programs.

Strategy 1

Addresses Objectives 1 – 3

Develop home improvement loan programs for single family and multi-family housing, including but not limited to:

- low interest loans for housing with 1-4 units
- low interest loans or other incentives for multi-family housing improvement
- zero interest or deferred loans for low income homeowners with urgent safety hazards
- encourage home improvements that conserve energy and take advantage of other energy efficiency programs
- identify resources for accessibility aids for seniors and people with disabilities

Actions: Program guidelines will be developed for home maintenance, home improvement and emergency loans for housing and other programs for housing with 1-4 units. Guidelines will take into consideration the availability of conventional financing, income levels, the needs of residents unable to secure other loans, and neighborhood priorities expressed in the Phase II survey. The guidelines will also take into consideration maintenance or improvements deemed most important or urgent as determined by a housing professional. Some funds may be set aside to address urgent housing problems for low

income homeowners. Energy efficiency, safety, and accessibility improvements will be encouraged.

Program guidelines will also be developed to provide incentives for multi-family (5+ units) housing improvement and specifically marketed in the Bossen area. Guidelines will take into consideration the needs of tenants and property owners with controls that ensure the program improves livability for residents and improves property values. The guidelines will take into consideration conversations with property owners and residents as reflected in the recommendations of an ongoing CURA-funded research project on improving livability in Bossen.

Background: NENA's home improvement loan programs in Phase 1 were popular and successful and continued to be requested after funds were exhausted. Interest rates for the loans were determined by a sliding scale based on income. Most loans in recent years were made at interest rates of 0% - 2%, indicating that most borrowers were of modest income. The Phase II Survey shows that the need for low interest loans continues. One-fourth of the respondents reported that the inside of their home needed major repairs, and twenty-three percent indicated that the outside of their home needed major repairs.

The Benefiting Bossen Group started by Council Member John Quincy has created an opportunity to make lasting improvements in the safety, appearance, building conditions and overall livability in the Bossen area. Bossen is a 6 block section of the Wenonah neighborhood that has 38 multifamily properties owned by 31 different property-owners. It includes two large properties along with smaller buildings for a total of about 425 units. The area has been plagued for years with livability problems – drug dealing, assaults, thefts and other crimes, litter and unkempt yards and landscaping, lack of building upkeep, intimidation of residents by drug dealers, domestic violence, and so on. The Benefiting Bossen Group is a concerted effort to bring all concerned parties to the table to work on solutions. It includes representatives from Wards 11 and 12; MPD, MFD, Inspections, Legal Aid, social service agencies, City and County Attorneys, CPED, NENA, property owners and management companies, and others. The combined resources of the group are substantial and NENA is committed to supporting improvements that will bolster property values and improve the living conditions for residents.

NENA has a CURA-funded graduate research assistant who is interviewing property owners and tenants, looking at rental licenses, code violations, police calls and so on; and developing strategies for building and management improvements, among other things. The project provides an excellent starting point for developing a NENA program that creates incentives for improvements while holding property owners responsible for maintaining their buildings and grounds in good condition and respecting tenant's rights.

Relates to City Goal: *A Safe Place to Call Home*

NRP Funds: \$800,000
Phase I Rollover: \$ 75,000

Partners: Center for Energy and Environment; Benefiting Bossen Group; CCP/Safe; others TBD

Contract Manager: Development Finance Division; (Housing Administrator TBD)

Strategy 2

Addresses Objectives 4 – 7

Continue several ongoing NENA projects and pursue new programs where sufficient need or opportunity warrants them. NENA will:

- Support the City's Benefiting Bossen Group to improve the quality of life in the Bossen area.
- Address problem properties as identified by residents, and work with MPD crime prevention staff to develop written guidelines for block clubs, leaders and others dealing with problem properties.
- Improve home safety through education and incentives.
- Provide guidance, oversight and other staff support to volunteers involved in NENA housing programs.
- Play a lead role in organizing the annual South Minneapolis Housing and Home Improvement Fair.
- Address new issues and opportunities as they arise.

Actions: Continue participating in the Benefiting Bossen Group; provide neighborhood communications support; assist in organizing community building activities; seek outside funding for projects likely to improve the Bossen area and the quality of life of its residents; help establish block clubs or similar types of support groups among Bossen area residents; engage residents in neighborhood activities such as family events (Minneapolis Monarch Festival, Night Before New Year's Eve Party), clean up projects, and related activities.

Work with CCP/Safe, the Minneapolis Police Department, and Inspections to produce a written set of guidelines for neighbors, block clubs, and others dealing with problem properties. Work with neighbors in implementing steps to resolve problems. Work with social service agencies to identify resources for people not able to properly maintain their property. Work with Inspections and CCP/Safe on properties that require city enforcement action.

Work with CCP/Safe and block clubs to identify home improvements that increase safety such as stronger locks and doors, lighting, and securing windows. Develop guidelines for improvements that qualify for home

improvement loans and research using modest incentives to support home safety improvements.

Provide staff support to the Housing Committee; develop marketing materials; provide information and assistance to residents seeking loans; monitor program implementation; facilitate annual reviews of housing programs to ensure they are well managed and continue to meet residents' needs.

Serve on the South Minneapolis Housing Fair Advisory Committee; provide guidance on all aspects of the Fair, including contractor selection and the website. Recruit volunteers for the fair. Market NENA's housing programs and take advantage of networking opportunities at the Fair.

Background: Dealing with problem properties was rated the highest housing priority on the Nokomis East survey, with 39% percent of the respondents reporting that there is a problem property on their block. Developing a toolkit of safety strategies would be useful for staff, volunteers, block clubs and residents. CCP/Safe has indicated its willingness to work on this with NENA.

NENA has been an active member of the South Minneapolis Housing Fair for over a decade. NENA staff created and has maintained the fair website since 2003, and led the hiring process for the most recent Fair Coordinator. The Fair has a reputation with contractors for being one of the best organized events in the metro area. It has a reputation with attendees for being informative, educational, and helpful in finding appropriate and reputable contractors. It is a good venue for marketing housing programs and an excellent example of a lasting multi-neighborhood collaboration. With the exception of neighborhood staff and volunteer time, the Fair is self-supporting.

Relates to City Goal: *A Safe Place to Call Home*

NRP Funds: \$ 335,000
Phase I Rollover: \$ 75,000

Partners: MPD/Third Precinct and CCP/Safe; Inspections; Regulatory Services; Wards 11 and 12 Council Members; South High School Community Education; South Minneapolis neighborhood organizations and business partners; block clubs.

Contract Manager: NRP

Environment

(Section 2)



Goal 1

Strengthen Nokomis East's reputation for strong environmental stewardship and well maintained parks and public spaces that are highly valued by both residents and visitors.

Objectives

- 1) Continue NENA's commitment to the maintenance of the Nokomis Naturescape Gardens.
- 2) Maintain and add amenities to the Gateway Gardens at 50th Street and Hiawatha Avenue.
- 3) Promote environmentally friendly yards and homes.
- 4) Support residents' efforts to establish a community garden in Nokomis East.
- 5) Maintain the urban forest on public and private lands.

Strategy 1

Addresses Objectives 1 – 4

NENA will continue to provide leadership and volunteer maintenance of the Nokomis Naturescape Gardens in cooperation with MPRB.

The newly created Gateway Gardens at 50th Street and Hiawatha Avenue is a native plant garden designed to attract and support butterflies and other wildlife. NENA will maintain the gardens and add amenities such as artwork or benches as determined by residents and volunteers.

We will increase our outreach and education on environmental issues such as supporting monarch butterfly habitat and safe disposal of hazardous products. Because the storm sewers in much of the area run directly to Lake Nokomis, we will promote environmentally friendly lawn and garden practices. Possible new initiatives include the promotion of rain gardens, rain barrels, native plant landscaping, proper leaf disposal, energy conservation, and additional educational programs as needed.

NENA will support the efforts of, and work in collaboration with, other nonprofits and local jurisdictions in promoting and improving the water quality of Lake Nokomis. We will continue to research and plan a community garden in Nokomis East, assist in setting up guidelines for the garden, and act as fiscal agent, if needed.

Actions: NENA will capitalize on the interest generated by the Minneapolis Monarch Festival to recruit additional volunteers for the Nokomis Naturescape. The creation of the Gateway Gardens is another opportunity to get people involved in neighborhood improvement. NENA will work with volunteers and residents to determine amenities to be added to the Gateway Garden, and support the efforts of volunteers for both gardens by providing tools, volunteer recognition and informational materials.

Many people are willing to make changes such as planting monarch butterfly habitat in their yard and reducing household trash, if given a good reason and easy way to do so. Friendly reminders in newsletters, emails and so on, can go a long way toward shifting habits to practices that are more eco-friendly. Informational articles in newsletters, providing “how-to” and other resource materials on relevant environmental topics are some of the ways Nokomis East will become more environmentally friendly.

Background: Nokomis East residents place a high value on environmental stewardship, as evidenced in the Phase 2 survey and the high scores given environmental strategies in the Phase I planning process. They enjoy the parks, lakes and open spaces that surround Nokomis East, and want to ensure they are protected.

Relates to City Goal: *Eco-Focused*

Partners: MPRB, MCWD, Tree Trust, Friends of Lake Nokomis, Minnehaha Creek Watershed District

NRP Funds: \$ 75,000
Phase I Rollover: \$ 15,000

Contract Manager: NRP

Strategy 2

Addresses Objective 5

NENA will continue its 13 year tradition of tree planting on boulevards, in parks when needed, and in yards by working with MPRB to identify needs, purchase trees and train people in proper planting and care techniques, recognizing signs of disease, and supporting the timely removal of diseased trees.

Actions: NENA will identify volunteers interested in maintaining the urban forest. Experience has shown us that having a strong volunteer leader, along with a strong partnership with MPRB, is key to successful tree planting projects. Ongoing communication to neighborhood residents about proper tree care will also help young trees survive dry spells and other hazards.

Background: NENA sponsored several tree planting projects in Phase I, in Lake Nokomis Park after the 1998 storms, and several times on boulevards. The last project was supplemented by a grant from the DNR, and similar leveraging will be sought for new projects. Trees are one of the most important assets a neighborhood can have.

As diseases such as Oak Wilt, Dutch Elm, and the Emerald Ash Borer continue to damage the urban forest, NENA will replace trees and seek to increase the diversity of species planted to avoid future large scale losses in the tree canopy.

Relates to City Goal: *Eco-Focused*

Partners: MPRB, Tree Trust, Lake Nokomis Community School

NRP Funds: \$ 25,000

Phase I Rollover: \$ 15,000

Contract Manager: MPRB



Community Participation and Outreach (Section 3)



Goal 1

Foster, in neighborhood residents, a sense of belonging, connection to their neighbors, participation in civic affairs, and the ability to influence decisions that affect their lives.

Objectives

- 1) Provide neighborhood-based communications with information and opportunities for neighborhood involvement.
- 2) Increase the participation of non-native English speakers and new immigrants in community events, civic affairs and neighborhood volunteerism.
- 3) Advocate for the interests of residents, businesses and other neighborhood partners.
- 4) Continue NENA's traditions of community events that inspire pride, instill a sense of community, and offer opportunities for people to meet and interact.
- 5) Give residents opportunities to learn about and discuss issues, make informed decisions and make their opinions known.

Strategy 1

Addresses Objectives 1 – 5

NENA will provide people with accurate and timely information on issues that affect their lives or neighborhood and give them opportunities to influence decisions. Our primary communication tools are the NENA website, a monthly column and advertisement in the Longfellow Nokomis Messenger, a growing E-Mail list, and the NENA Review Newsletter. They allow us to keep people informed and up to date on issues, local events and news, volunteer opportunities, NENA projects, neighborhood amenities, and much more. We will use these and other methods to publicize meetings.

NENA will encourage and recruit a diverse group of residents to become involved in NENA, to volunteer in the neighborhood, and to contribute their ideas, time and talents to make Nokomis East a better place for all its residents. Information on community events, programs and issues will be translated, whenever possible, to make it more accessible and inviting to non-native English speaking residents. We will provide opportunities for neighbors of all backgrounds to interact through social events such as the Nokomis East Neighborhood Garage Sale, the Night Before New Year's Eve Party, and the Minneapolis Monarch Festival. Because block clubs have great potential for bringing people together, NENA will offer informational support to block clubs and assist CCP/Safe in forming new block clubs.

NENA will continue collaborating with other neighborhoods on issues of common interest by holding joint meetings, sharing information, and forwarding relevant information to each other's

E-Mail lists. As we have in the past, we will work with, and develop partnerships with, state and local agencies. Such partnerships allow NENA to take advantage of opportunities for neighborhood improvement, and advocate for the best possible outcomes for residents, businesses, and property owners.

Actions: NENA will continue to have a neighborhood office with professional staff who will coordinate marketing and communications, identify and inform people of issues, plan meetings and events, recruit and support the work of volunteers, and collaborate with other nonprofits, city agencies and other jurisdictions representing the neighborhood.

We will increase production of the NENA Review newsletter and provide information in Spanish when possible. We will continue using E-Mail blasts, the NENA column and advertising in the Longfellow Nokomis Messenger to inform people of upcoming events, issues, and meetings. NENA's interactive website will continue to present a wealth of information on the neighborhood, current news, NENA and its programs, and other items of interest. Social media will be explored for their potential to increase awareness of NENA, its programs, and neighborhood news.

NENA's Annual Neighborhood Meeting will be a key time to welcome new members, recruit volunteers, spotlight NENA programs, and acknowledge the contributions people have made to the neighborhood. In addition, we will hold Town Meetings on neighborhood issues and other topics, including the annual City Budget Presentation and Candidate Forums in election years.

We will continue holding community events that inspire pride and provide opportunities for people to meet and interact, including the annual Night Before New Year's Eve Party, neighborhood garage sale, Annual Neighborhood Meeting, and Minneapolis Monarch Festival. We will also look for ways to involve more young people in these events.

NENA will work with CCP/Safe to identify blocks that do not have block clubs, organize door-knocking canvasses to gauge residents' interest in forming clubs, and identify potential block leaders.

Background: Neighborhood communications, informing people about city and local issues, and providing them opportunities to comment on development and planning decisions rated high in the Nokomis East Survey. These are areas where NENA has considerable experience upon which we can build to expand our outreach to Nokomis East's growing Latino population and new immigrants. New contacts with Latino communities, apartment managers and owners, and the goodwill created by the highly successful Minneapolis Monarch Festival give us opportunities to build relationships with more diverse groups of people.

Outreach to block clubs, and helping organize new ones, can serve a number of purposes. It builds a network to welcome new residents, provides a channel for sharing safety and other information, and offers a place where residents can work together on issues. Thirty percent of the respondents to the Phase 2

Nokomis East Neighborhood Association - NRP Phase II Plan

Survey said they have a block club. An additional 47% said they didn't know, or didn't have a club, but should.

Relates to City Goals: *Many People, One Minneapolis*
A City that Works
A Safe Place to Call Home

NRP Funds: \$ 205,000
Phase I Rollover: \$ 100,000

Other Funds: Community Participation Program Funds (amount TBD)

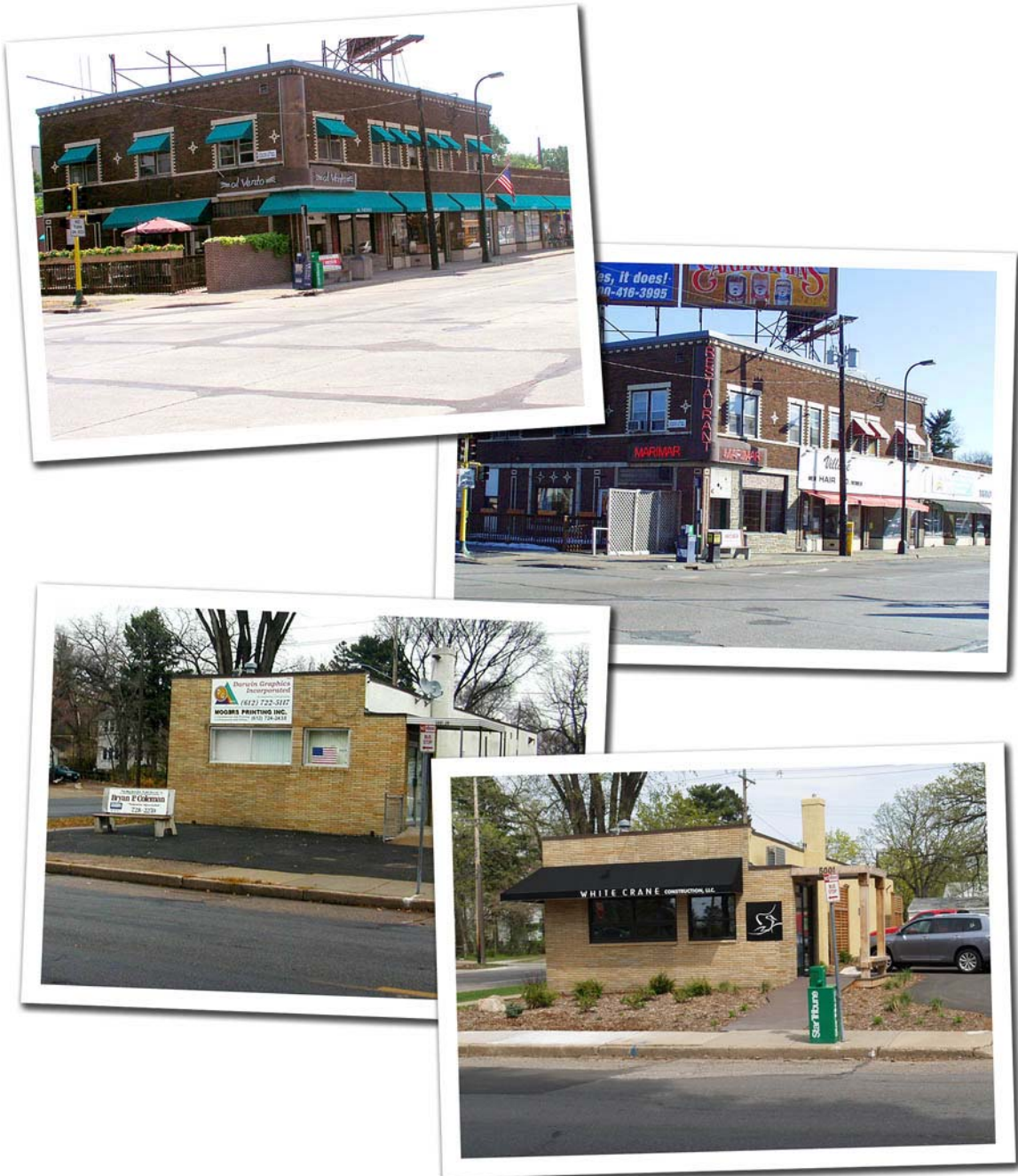
Partners: MPRB, Nokomis Community Center, Keewaydin and Morris Park Community Centers, CPED/Planning, Wards 11 and 12 Council Members, Longfellow Nokomis Messenger, neighboring neighborhood organizations, Nokomis Branch Library

Contract Manager: NRP



Community Development

(Section 4)



Goal 1

Foster a thriving business community that creates jobs and serves the needs of residents, workers and visitors.

Objectives

- 1) Promote Nokomis East businesses within and beyond the neighborhood.
- 2) Encourage the establishment of a business association, if sufficient interest is demonstrated by the local business community.
- 3) Encourage the use of the Nokomis East Commercial Design Guide to improve the ‘curb appeal’ of area businesses.
- 4) Evaluate the need for continuing the Façade Improvement Program.
- 5) Support pedestrian lighting at commercial nodes if research shows there is support among property owners.

Strategy 1

Addresses Objectives 1 – 2

Promote the business community on the NENA website and recognize outstanding contributions of businesses through the annual Best of Nokomis “Noki” Award. Explore additional methods of promoting businesses. Assess the interest of the business community in re-starting the old business association or beginning a new one, and support those efforts if there is sufficient commitment.

Actions: Add new businesses to the NENA website business section on an ongoing basis. Evaluate the best way to provide a “hard” copy business directory or other promotional piece.

Refer businesses to appropriate City and other resources for guidance and financing.

Background: NENA’s annual “Noki” Award has been a successful way to recognize and promote businesses that make outstanding contributions to the community. It is a way of showing the business community that they are important to the neighborhood, and appreciated.

Promoting neighborhood businesses received high scores on the Phase II survey, followed by improving the look of business districts and offering loans for business expansion or interior improvements.

Relates to City Goals: *Jobs and Economic Vitality*

NRP Funds: \$ 5,848
Phase I Rollover: \$ 5,000

Partners: Nokomis East businesses and churches; CPED

Contract Manager: NRP

Strategy 2

Addresses Objectives 3 – 5

Set up a loan or matching grant program to support façade improvements, interior improvements, and business expansion if there is sufficient business interest in these incentives. Work with the City to install pedestrian lighting if property owners in commercial nodes are supportive of the idea.

Actions: The Planning and Development Committee and Design Committee will discuss a possible program with business and property owners to gauge interest in a program and the type of incentives needed. If the committees determine there are enough businesses who would participate, and a program will benefit the neighborhood as a whole, it will develop program guidelines. Guidelines will reference the Nokomis East Commercial Design Guide and take into consideration NENA's experience with its Phase I Façade Improvement Program. Guidelines will also consider energy efficiency improvements, job creation and other factors determined to be priorities in an interior or expansion program.

Background: NENA had a moderately successful Façade Improvement Program in Phase I that gave six commercial buildings a facelift, and improved the overall appearance of three business nodes. There are still businesses that need façade improvements, but some research needs to be done to see if they are interested. From time to time, NENA has been asked if we have business loans for interior renovations or expansion, and for business startups. While we consider startups to be too risky an investment for our NRP funds, there may be good reasons to offer low interest loans to well-run, established businesses. Pedestrian lighting was researched in Phase I, but was halted by the City's moratorium on new lighting projects.

Relates to City Goal: *Jobs and Economic Vitality*

NRP Funds: \$ 0

Partners: Nokomis East businesses and property owners; CPED

Contract Manager: Development Finance Division; (Program Administrator TBD)

Goal 2

Support programs that engage children and youth in positive activities, provide new learning opportunities, and involve them in their community.

Objectives

- 1) Fund a small grant program that allows schools, parks and other agencies working with children to provide learning opportunities otherwise not available.
- 2) Ensure that low income children have access to the same programs as their more affluent peers.

Strategy 1

Addresses Objectives 1 – 2

Set up a small grant program similar to the “Children First Grant Program” in Phase I. The previous program guidelines will be updated, and the program will be marketed to local qualifying organizations.

Actions: NENA will recruit members for a Grant Review Committee, which will draft the program guidelines and application form. The committee will review grant requests and forward their recommendations to the NENA Board of Directors for approval.

Background: NENA's Children First Grants were very popular and successful in Phase I. There continues to be a demand for the program and it has always received solid support from residents when asked to approve Plan Modifications allocating additional funds to the program.

Relates to City Goals: *A Safe Place to Call Home*
Many People, One Minneapolis
Jobs and Economic Vitality

NRP Funds: \$ 10,000
Phase I Rollover: \$ 20,000

Partners: MPRB, Nokomis East community centers; Lake Nokomis Community School; other qualifying agencies

Contract Manager: Hennepin County

Administration

(Section V)



Goal 1

Ensure effective implementation of NENA projects, responsible management of NRP funds, and fulfillment of NENA's legal and fiduciary obligations as a nonprofit corporation.

Objectives

- 1) Ensure oversight and sound management of NRP funds.
- 2) Provide operational support for the implementation of the Phase 2 Plan.
- 3) Adhere to all NRP and NENA policies, state statutes and IRS reporting requirements.

Strategy 1.A

Addresses Objectives 1-3

NENA will provide staff support to conduct the Phase I review, develop a Participation Agreement and Phase II Neighborhood Action Plan.

Actions: Review all the Phase I activities to determine their effectiveness and provide a history to the neighborhood. Develop a Phase II Participation Agreement defining neighborhood stakeholders and describing how the organization will do outreach and get input to develop the plan. Conduct surveys, meetings and focus groups that will be necessary to develop the strategies for the Phase II Neighborhood Action Plan. Upon approval of the plan by the neighborhood serve liaisons between the neighborhood and the city to sheppard the plan through the cities approval process. The Phase I Review was completed December 2007 and the Participation Agreement was approved in March 2008

NRP Funds:

Phase I Rollover: \$100,000

Strategy 1

Addresses Objectives 1 – 3

NENA will provide the staff and office support necessary to implement Phase II. NENA will comply with all federal and state requirements for nonprofit corporations, follow NRP policy, and ensure that our management and financial practices follow our written policies and procedures.

Actions: Maintain an office in Nokomis East; provide process oversight for all of NENA's NRP projects; retain accounting and other services as necessary; maintain accurate financial and project records; perform bookkeeping and contract management duties; evaluate projects and processes annually or as needed; work with auditors appointed by NRP; ensure tax and other state and federal filings are up to date.

Relates to City Goal: *A City that Works*

Nokomis East Neighborhood Association - NRP Phase II Plan

NRP Funds: \$ 165,000
Phase I Rollover: \$ 15,663.86

Partners: NRP; Office of the State Auditor; external legal and accounting firms

Contract Manager: NRP



“This is all we do, and we do it well.” - Jack Prescott

Nokomis East
Phase I Rollover Spreadsheet
Phase II Neighborhood Action Plan

Attachment A								
Strategy	Amount	97	98/99	2000	2001	2002	2003	
PII Housing 1.1-3.1 Home Improvement Loan Programs	\$ 75,000.00	(5,522.00)	(47,417.71)	(9,447.66)	-	-	(12,612.63)	(75,000.00)
PI Safe/Crime 1.1.2.6 Identify/Address neighborhood concerns	\$ (12,612.63)						(12,612.63)	
PI PS 2.2.1-3.8 Children's First Initiative	\$ (26,689.15)		(26,689.15)					
PI Hsg. 3.1.1.1 Home Improvement Loans	\$ (917.00)	(917.00)						
PI Hsg 3.1.1.2 Matching grants/deferred loans	\$ (1,810.45)			(1,810.45)				
PI Hsg 3.1.1.3 Rental/multi-unit rehabilitation	\$ (1,550.64)			(1,550.64)				
PI Hsg 3.2.1.1 Gateway Blight	\$ (2,805.00)	(2,805.00)						
PI Hsg 3.3.1.1 Augment sound insulation fund	\$ (500.00)			(500.00)				
PI Hsg 3.5.1.1 Generic renovation plans	\$ (1,000.00)	(1,000.00)						
PI Hsg 3.6.1.1 Housing Information resources	\$ (3,490.00)		(3,490.00)					
PI Envir 4.1.1.1 Improve lake water quality	\$ (17,238.56)		(17,238.56)					
PI Envir 4.1.1.6 Lake Nokomis pond vegetation	\$ (2,341.97)			(2,341.97)				
PI ED 5.1.1.1.A Implementation of commercial study	\$ (3,244.60)			(3,244.60)				
PI ED 5.2.1.1 Small Business loan program	\$ (500.00)	(500.00)						
PI ED 5.3.1.1 Business marketing/public relations	\$ (300.00)	(300.00)						
PII Housing 1.4-7.1 Bossen Group, problem properties, etc.	\$ 75,000.00	(20,000.00)	-	(9,449.36)	(45,550.64)	-	-	(75,000.00)
PI Hsg 3.1.1.3 Rental/multi-unit rehabilitation	\$ (65,124.36)	(20,000.00)		(9,449.36)	(35,675.00)			(65,124.36)
PI Hsg 3.2.1.4 Redevelopment of 34th Av.	\$ (9,875.64)				(9,875.64)			
PII Environment 1.1-4.1 Environmental Initiatives	\$ 15,000.00	-	-	-	-	(1,000.00)	(14,000.00)	(15,000.00)
PI Environment 4.1.1.5 Water pollution reduction	\$ (15,000.00)					(1,000.00)	(14,000.00)	
PII Environment 1.5.2 Trees	\$ 15,000.00	-	-	-	-	(15,000.00)	-	(15,000.00)
PI ED 5.1.1.1.A Implementation of commercial study	\$ (15,000.00)					(15,000.00)		
PII CPO 1.1-5.1 Community Outreach Efforts	\$ 100,000.00	(7,918.24)	(4,478.40)	(51,479.00)	(36,124.36)	-	-	(100,000.00)
PI Hsg 3.2.1.4 Redevelopment of 34th Av.	\$ (86,124.36)			(50,000.00)	(36,124.36)			
PI Environment 4.2.1-3.1 Native plants at Lake Nokomis	\$ (4,478.40)		(4,478.40)					
PI ED 5.1.1.1.A Implementation of commercial study	\$ (1,479.00)			(1,479.00)				
PI ED 5.1.1.1 Commercial district improvements	\$ (6,700.00)	(6,700.00)						
PI ED 5.3.1.1 Business marketing/public relations	\$ (1,218.24)	(1,218.24)						
PII CD 1.1-2.1 Promote businesses	\$ 5,000.00	-	-	-	-	-	(5,000.00)	(5,000.00)
PI ED 5.1.1.1.A Implementation of commercial study	\$ (5,000.00)						(5,000.00)	
PII CD 2.1-2.1 Children First Grant Program	\$ 20,000.00	(8,481.76)	-	-	(11,518.24)	-	-	(20,000.00)
PI ED 5.1.1.1.A Implementation of commercial study	\$ (11,518.24)				(11,518.24)			
PI ED 5.3.1.1 Business marketing/public relations	\$ (8,481.76)	(8,481.76)						
PII Admin 1.1-3.1 Staff and Office Support	\$ 15,663.86	-	(3,460.29)	(12,203.57)	-	-	-	(15,663.86)
PI ED 5.1.1.1.A Implementation of commercial study	\$ (15,663.86)		(3,460.29)	(12,203.57)				
	\$ 320,663.86	(41,922.00)	(55,356.40)	(82,579.59)	(93,193.24)	(16,000.00)	(31,612.63)	

NOKOMIS EAST NEIGHBORHOOD PHASE II NRP ACTION PLAN

ACTIVITY	ACTION PLAN		NRP	PROGRAM INCOME	PHASE I ROLLOVER	CHANGES
	NRP HOUSING	NRP OTHER	PHASE II TOTAL			
HOUSING (page 6)						
1.1-3.1. Home Improvement Loan Programs	800,000		800,000		75,000.00	3
1.4-7.2. Bossen Group, Problem Properties, Housing Fair, Etc.	335,000		335,000		75,000.00	3
ENVIRONMENT (page 11)						
1.1-4.1. Environmental Initiatives		75,000	75,000		15,000.00	3
1.5.2. Trees		25,000	25,000		15,000.00	3
COMMUNITY PARTICIPATION AND OUTREACH (page 15)						
1.1-5.1. Community Outreach Efforts		205,000	205,000		100,000.00	3
COMMUNITY DEVELOPMENT (page 19)						
1.1-2.1. Promote Businesses		5,848	5,848		5,000.00	3
1.3-5.2. Business Improvement Program			0			
2.1-2.1. Children First Grant Program		10,000	10,000		20,000.00	3
ADMINISTRATION (page 23)						
1.1-3.1.A. Phase II Plan Development			0		100,000.00	1, 2
1.1-3.1. Staff and Office Support		165,000	165,000		15,663.86	3
TOTAL	1,135,000	485,848	1,620,848	0.00	420,663.86	
ACTION PLAN REQUEST	1,620,848		1,620,848			
ADMINISTRATIVE FUNDS IN PLAN	370,000		370,000	22.83%		
ADMIN FUNDS FOR HOUSING			335,732			
TOTAL HOUSING ALLOCATION			1,470,732	90.74%		
AMOUNT AVAILABLE *	810,424		810,424			

NOTES:

* - On December 13, 2010, the City Council adopted a policy that requires each neighborhood to limit its Phase II Neighborhood Action Plan obligations to no more than 50% of their full neighborhood allocation.

CHANGES:

- On October 12, 2006, the NRP Director approved a modification to the plan to reallocate \$75,000 of Phase I funds to a new Phase II strategy, Phase II Plan Development (Administration 1.1-3.A.). (This is Phase I Plan Modification #14 and Phase II Plan Modification #1.)
- On September 29, 2010, the NRP Director approved a modification to the plan to reallocate \$25,000 of Phase I funds to Phase II strategy, Phase II Plan Development (Administration 1.1-3.A.). (This is Phase I Plan Modification #17 and Phase II Plan Modification #2.)
- PENDING:** Approval of the Phase II Action Plan reallocates a total of \$320,663.86 of Phase I funds to the following Phase II strategies: (1) \$75,000 to Home Improvement Loan Programs (Housing 1.1-3.1.); (2) \$75,000 to Bossen Group, Problem Properties, Housing Fair, Etc. (Housing 1.4-7.2.); (3) \$15,000 to Environmental Initiatives (Environment 1.1-4.1.); (4) \$15,000 to Trees (Environment 1.5.2.); (5) \$100,000 to Community Outreach Efforts (Community Participation and Outreach 1.1-5.1.); (6) \$5,000 to Promote Businesses (Community Development 1.1-2.1.); (7) \$20,000 to Children First Grant Program (Community Development 2.1-2.1.); and (8) \$15,663.86 to Staff and Office Support (Administration 1.1-3.1.). (This is Phase I Plan Modification #18 and Phase II Plan Modification #3.)

NOKOMIS EAST NEIGHBORHOOD PHASE II NRP ACTION PLAN

ACTIVITY	COMMENTS	CONTRACT ADMINISTRATOR	
HOUSING (page 6)			
1.1-3.1. Home Improvement Loan Programs		DFD	
1.4-7.2. Bossen Group, Problem Properties, Housing Fair, Etc.		NRP, DFD	
ENVIRONMENT (page 11)			
1.1-4.1. Environmental Initiatives		NRP, DFD	
1.5.2. Trees		MPRB	
COMMUNITY PARTICIPATION AND OUTREACH (page 15)			
1.1-5.1. Community Outreach Efforts		NRP	
COMMUNITY DEVELOPMENT (page 19)			
1.1-2.1. Promote Businesses		NRP	
1.3-5.2. Business Improvement Program		CPED	
2.1-2.1. Children First Grant Program		Hennepin County	
ADMINISTRATION (page 23)			
1.1-3.1.A. Phase II Plan Development		NRP	
1.1-3.1. Staff and Office Support		NRP	

Nokomis East Neighborhood Phase II NRP Action Plan (Nokomis East 2.xls)

Date Created: October 27, 2010

Last Revision: December 16, 2010

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