
2017-2019 COMMUNITY PARTICIPATION PROGRAM
Application Template

Please use this template as a guide to developing your application for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

You may provide this application electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws if they have been revised since your last funding submission.

CONTACT INFORMATION:

Organization Name:	Whittier Alliance	
Address:	10 E. 25 th St Minneapolis, MN 55404	
Website url:	www.whittieralliance.org	
Organization email:	info@whittieralliance.org	
Federal EIN:	411315023	
Board Contact:	Name:	Erica Christ
Staff Contact:	Name:	Ricardo McCurley
	Phone:	6128717756
	Email:	ricardo@whittieralliance.org
	Address:	10 E 25 th St Minneapolis, MN 55404

Who should be the primary contact for this application? Ricardo McCurley

Date of Board review and approval: December 15, 2016

FUNDING ACTIVITIES.

Use the following questions as a guide for your application. For questions 1-8, please limit each response to no more than 3 paragraphs.

1. **Eligibility.** The Whittier Alliance has been previously recognized as an eligible neighborhood and has received funding from CPP. The boundaries of the Whittier neighborhood are Franklin Ave to the North; Lake St to the South; Lyndale Ave to the West and 35W to the East.
2. **Community participation efforts.** Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

The Whittier Alliance has fostered and will continue to foster opportunities for open communication and participation. As trends and life styles change in the community, different approaches are added or adapted to reach and engage more stakeholders. Proposed Outreach Activities include: Engagement to create a new Strategic plan for 2018-2022, Community Events & Activities to build neighborhood awareness and loyalty, Continued Social Media expansion, Forums & Seminars to Educate for broader civic influence.

Whittier residents, service and faith based organizations, rental property owners, law enforcement groups, schools, institutions and businesses are part of a broad engagement process. The Whittier Alliance facilitates, and invites community participation in the monthly community meetings. At these regularly scheduled meetings, all attendees have “voice.” Meetings are publicly noticed via postcard mailing, electronic mailings, website posting and door-to-door fliering. The broader community is invited to all meetings but areas particularly affected by an agenda topic are targeted for more intense distribution of information.

Beyond meetings, other outreach activities and events are and will continue to be part of Whittier’s Community Participation effort to engage, build community and build awareness of the neighborhood. The Whittier Alliance builds community and invites alternative engagement by hosting or co-sponsoring events such as Artmesh, Eat Street 20th Anniversary festival and fundraiser, spring & fall neighborhood clean ups, game night, youth field day and summer potlucks. We will continue to educate and listen to Whittier stakeholders and foster civic participation through candidate forums and voter registration drives meant to build more influential community participation. Lastly, team door knocking with the community organizer with a 3 point targeted message has recently been reintroduced as a method to put a face to the Whittier organization.

3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.

The Whittier Alliance recognizes that meaningful progress on the “planned work” as well as work that walks in the door is not achievable with 2.5 staff. The Whittier Alliance proposes that beyond the continued effort to increase attendance at meetings and events, the following action will be taken to expand capacity:

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- Organizational capacity will be built by direct invitation, announcements at community meetings, the Whittier website and social media.
 - Through our Strategic Plan engagement, people with leadership skills will be identified to help build buy-in and move initiatives forward.
 - The Whittier Board will continue to act as ambassadors to the neighborhood
 - The Whittier Board and staff will monitor the Strategic Plan engagement and implementation steps, seek interns, specialists, or professional assistance as needed to assure volunteers are receiving the needed support and build capacity
 - Opportunity to contribute will be open to all capacity levels
 - Opportunities for youth involvement will continue to be invited
 - Bi-lingual staff and volunteers will be utilized to welcome, inform and encourage participation
 - Create Internships to provide learning opportunities and bring new energy to tasks

4. **Building neighborhood relationships.** Describe your outreach, networking and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

The Whittier “The International Neighborhood” has many characteristics. We measure our diversity by ethnicity, culture, age, race, profession, educational background, economic, housing, lifestyle, etc. The Whittier neighborhood numbers 13,689 residents. Our information indicates approximately 1/3 of the residents move each year. Building a livable neighborhood of engaged residents representing all sectors is the desired yet challenging goal with a fluid population. People turn out for meetings that affect them directly or events that interest them.

The Whittier Alliance will continue to work toward a whole and inclusive neighborhood by:

- Implementing the stakeholder engagement components of our Strategic Plan
- Promoting civic awareness and engagement through a voter education, registration efforts and candidate forums
- Working with housing providers and rental property owners to communicate Whittier opportunities and events
- Networking with service providers, parks, and schools to identify programs and opportunities that encourage community interaction
- Offering food at meetings & events for mutual hospitality
- Offering events like the Artmesh, Whittier school supply giveaway & Clinton Field Ice Cream Social, and provide a comfortable and spontaneous format for fun, games and interaction
- Offering & inviting opportunities for cultural discussions and sharing of customs
- Working with the active and diverse retail and commercial businesses in Whittier, as well as developers and real estate professionals, to strengthen the commercial corridors and fill vacant store fronts with neighborhood preferred services
- Expansion of the Whittier Wheels, our Bicycle incentive program, Bicycle Patrols and the use of our Whittier Eatstreet Dining guide

The Whittier Alliance will extend and accept invitations to collaborate with other organizations and neighborhoods, and partner with private and public entities. Collaborations and partnerships that will be continued or introduced are:

- Collaboration and alignment with Lyndale, Lake St. Council, Midtown Greenway Coalition, Central & Phillips West, Neighborhoods, Hennepin County & Minneapolis:
- 35W Access Project,
- reopening of Nicollet Ave and Lake Street commercial corridor,
- Greenway & Nicollet Ave Transit Access studies
- Collaboration and alignment with Stevens Square and Loring:
- Nicollet-Central Transit Access
- Partnering with the Lyndale Neighborhood for a shared Somali-East African Outreach coordinator
- Minneapolis Park and Rec: Whittier Park programming and Washburn Fair Oaks Park master plan
- Providing internships through CURA, the Urban Studies Department of UMN, MCAD and MCTC for GIS mapping, community organizing and design
- Private developers and the City of Minneapolis: Develop a long-term, environmentally-friendly resolution to parking demand along the commercial corridor
- 5th Precinct Police Law Enforcement Group (LEG): Our on-going collaboration with the LEG has resulted in longer sentencing for offenders and a more informed, safer neighborhood
- Faith base groups, youth serving organizations and service providers

5. **Work with City departments and other jurisdictions.** Discuss your efforts to connect with City of Minneapolis departments and other jurisdictions on behalf of your community and in support of your neighborhood priorities. Please also discuss how the NCR Department can help with this work.

The Whittier Alliance is in regular communication with the Ward 10 office and NCR, considering these our points of first contact with most city-related issues. We also work directly with the 5th Precinct. NCR or the Ward 10 office will contact other departments on our behalf or provide us a new point of contact within that department. Most recently, the Whittier Alliance has spoken to CPED about development, Regulatory services about rental license revocation, and Public Works regarding traffic.

6. **Involvement of under-engaged stakeholders.** Discuss which stakeholder groups are typically un-engaged or under-engaged in your work, and how you will work to involve those groups. Please also discuss how the NCR Department can help with this work.

Similar to other neighborhoods, the Whittier Alliance has identified immigrant and minority populations and young adults 18-25 as under engaged. The Whittier Alliance will continue to offer participation in ways that have been successful in the past. We have seen growing participation in events by a broader representation of the Whittier neighborhood in events and opportunities such as:

- neighborhood clean ups
- community gardening
- Youth Field Day and Summer ice cream socials
- Social Media engagement

- ArtMesh

The Whittier Alliance does not have the capacity to provide direct social, housing or educational services. However we will continue to update and provide a list of agency and service resources to assist residents in need. In addition, we will continue to access the language and cultural resources of the NCR department. Given the amount and cost of translation, it would be helpful for NCR to hire translators and provide their services to all neighborhoods, similar to how they provide tax services.

7. **Unused funds.** Discuss how you plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

Unused funds will not go unused. Current unused funds indicates that we have been more efficient than anticipated; were able to use volunteer help rather than pay for the services of a consultant; or an initiative was postponed due to another issue taking priority.

8. **Policies and other documents.** Applications should include copies of required policies and documents, if changed since your previous application. This should include bylaws, grievance procedures, personnel procedures and policies, EOE or AA plan, ADA plan and policy, and a current board list (Contact your Neighborhood Support Specialist at NCR if you have questions or need samples).

9. **New organizations.** If your organization was not funded in the previous year, a report on the previous year’s activities must be included with your application.

10. **Budgets.** Please use this budget template when submitting your Community Participation Plan for approval. Your budget should show how Community Participation Program funds will support the organization’s community participation work and an amount set-aside, if any, for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

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

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

Contact your Neighborhood Support Specialist at NCR for further details.

ESTIMATED BUDGET

CPP Budget	2017	2018	2019
Staff Expenses	\$ 82,000.00	\$ 82,000.00	\$ 82,000.00
Employee Benefits	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Professional Services	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00

Occupancy	\$ 16,500.00	\$ 16,500.00	\$ 16,500.00
General Liability Insurance	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Directors and Officers Insurance	\$ 900.00	\$ 900.00	\$ 900.00
Communications/Outreach	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00
Translation, interpretation and ADA support	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Supplies and Materials	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Meetings/community building events	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Development	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Fundraising	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Other Services (please describe):	\$ 307.00	\$ 307.00	\$ 306.00
Total for contract:	\$ 133,207.00	\$ 133,207.00	\$ 133,206.00
Neighborhood Priorities	\$	\$	\$
TOTAL:	\$ 133,207.00	\$ 133,207.00	\$ 133,206.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, and contract staff.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Each neighborhood organization is required to acquire General Liability Insurance and provide a certificate of insurance to the City of Minneapolis. Please contact your Neighborhood Support Specialist for details on required coverage and limits.
- NCR organizes bulk purchase of Directors and Officers Liability insurance for most neighborhood organizations. An additional \$900 is allocated to each neighborhood organization to cover the cost.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Translation, interpretation and ADA support should be included as part of the neighborhood organization’s budget, and could include the cost of contract services for translation and interpretation, or accommodations required under the ADA.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc.).