

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

FIELD, REGINA, NORTHROP

NRP PHASE II

NEIGHBORHOOD ACTION PLAN

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NEIGHORHOOD REVITALIZATION
PROGRAM**

FIELD REGINA NORTHROP

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December 20, 2004

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INTRODUCTION

The Field Regina Northrop Neighborhood (FRNN) Action Plan represents over two years of research and neighborhood organizing. FRNN began its Phase II organizing efforts in the February of 2002, with a community meeting. A participation agreement and contract were entered into with the city of Minneapolis.

PLANNING PROCESS

Since February 2002, neighborhood residents have been organizing to create this action plan. Efforts to seek input and participation were extensive. A survey (see attachment A) was distributed to randomly selected residents of the neighborhood. Of the 4000 households, 500 received the survey. Approximately 73 percent responded to the survey and the data collected have become the cornerstone of the action plan. In addition, focus groups were conducted to gather input from groups who might be under represented by the survey. These groups included seniors, Latinos, Youth and Parents. We tried to get a Renters focus group but were unable to find renters willing to participate.

Each committee from Phase I took the data from the survey and focus groups to work on the plan for Phase II. Each committee looked at the data and came up with ideas for Phase II. The amount of money we expected to get was around 1 million dollars. The Phase II committee decided the amount each committee could expect. The committees came up with plans and how much money they would need. They were submitted to the Phase II Committee. The Phase II Committee reviewed each plan and made suggestions to the committees for changes to be made. The revised plan for each committee was put together and two neighborhood meetings were organized to get feedback from the neighborhood. These meetings were held in January and February of 2004.

Many neighborhood volunteers, with input from residents have worked to develop this action plan that addresses the key areas of business, communications, community & safety, education, housing and parks. The action plan seeks to reify the following vision statement by the community.

Field Regina Northrop Neighborhood Group

VISION STATEMENT

What we see in the future –

We see the Field, Regina and Northrop neighborhoods as a continued vital, stable part of the City of Minneapolis where people of diverse racial, ethnic, cultural and socio-economic backgrounds live in harmony and mutual support: a community with internal and external communication systems that enable its residents to work together to preserve positive features of our neighborhood and the city.

We see a community that shares a faith in our neighborhood and believes that by working together we can effect change.

We see a community with safe streets, quality schools, stable and well-maintained housing, supportive commercial businesses, and parks and recreational facilities that can be enjoyed by all segments of the community.

NEIGHBORHOOD PROFILE

FRNNG has been an active participant in the neighborhood and community for 30 years. FRNNG has assisted on many projects and has been responsible in many ways for making this neighborhood a better place for all of us to live and work.

FRNN is bounded by Interstates 35W, Cedar Avenue, 42nd Street, and Minnehaha Parkway. The neighborhood has been categorized by the NRP as a revitalization type of neighborhood; fundamentally sound but beginning to experience some social, economic, and physical problems.

According to 2000 census data (see attachment B), the population of FRNN is 9,350 living in over 4,000 households. The population decreased between 1990 and 2000. One of the neighborhood strengths is its diversity. Hispanic, Asian and other race were the biggest gainers in population from 1990 to 2000. African American and Native American decreased the most during that time frame.

FRNN is primarily a residential neighborhood. Approximately 95 percent of the neighborhood structures are single-family homes, the majority of which are owner occupied. There are relatively few multifamily structures. Town Oaks Townhomes, located between S 3rd and 4th Avenues and East 43rd & 44th streets, is the largest multifamily complex.

In general, homes in FRNN were built 40 or more years ago and deterioration of the housing stock is increasingly a neighborhood concern. The homes of greatest value are located along and immediately north of Minnehaha Parkway. The north border of the neighborhood has housing of the most modest values and in most need of repairs and maintenance.

BUSINESS

GOAL 1: Create an environment that maximizes economic development opportunities within the neighborhood by focusing on the neighborhood's physical and human assets.

The FRNNG Business Committee helped develop a number of questions to include in the FRN Phase II random sample survey. The following are the results to the business questions:

Q10. For each statement below please indicate whether you agree, strongly agree, disagree, or strongly disagree	Agree / Strongly Agree	Disagree/ Strongly Disagree
<ul style="list-style-type: none"> ▪ Businesses in my neighborhood are well maintained. 	70.2%	19.2 %
<ul style="list-style-type: none"> ▪ My neighborhood has a good selection of stores and services. 	58.0 %	38.2 %

Q15. What, if anything, stops you from visiting businesses in the neighborhood? [Check all that apply]	Percent of all respondent
<ul style="list-style-type: none"> ▪ Not enough variety in products 	28.1
<ul style="list-style-type: none"> ▪ Not interested in the businesses that are offered 	26.0
<ul style="list-style-type: none"> ▪ Lack of parking 	9.8
<ul style="list-style-type: none"> ▪ I don't know what businesses are available 	7.7
<ul style="list-style-type: none"> ▪ Other 	7.7
<ul style="list-style-type: none"> ▪ Prices are unaffordable 	6.0
<ul style="list-style-type: none"> ▪ Concerns about safety when visiting area 	5.7
<ul style="list-style-type: none"> ▪ Lack of a safe place to store my bicycle 	3.6
<ul style="list-style-type: none"> ▪ It is not convenient to my home 	1.9
<ul style="list-style-type: none"> ▪ Language barriers/lack of non-English translation 	0.8
<ul style="list-style-type: none"> ▪ Lack of accessibility 	0.5

Q16. Excluding work, how often do you go to a store or restaurant in the neighborhood?	Percent of all responses
<ul style="list-style-type: none"> ▪ 2 or more times a week 	33.6
<ul style="list-style-type: none"> ▪ Once a week 	25.1
<ul style="list-style-type: none"> ▪ 2 or 3 times a month 	18.3
<ul style="list-style-type: none"> ▪ Once every 2 or 3 months 	8.7
<ul style="list-style-type: none"> ▪ Once a month 	7.7
<ul style="list-style-type: none"> ▪ 2 or 3 times a year 	3.3
<ul style="list-style-type: none"> ▪ Less than twice a year 	1.4
<ul style="list-style-type: none"> ▪ Never 	1.1

The Business Committee also undertook an informal, business-focused survey on National Night Out in 2002, to gather input for the Phase II plan. Based on the feed back from these two efforts, combined with careful consideration on the part of the existing business committee, the group came up with the following three inter-related strategic focus areas:

Focus Area I

Create vision and identity for FRN businesses and business nodes

Focus Area II

Improve and increase communication between FRN businesses and residents

Focus Area III

Increase FRN business utilization

Lessons-learned from Phase I implementation was a major influence when the committee brainstormed a list of possible implementation techniques that led us to the three strategic focus areas. Experience has also shown that needs emerge over time in the community and, as a result, the action plan leaves some flexibility in Phase II implementation to account for changing needs over time.

OBJECTIVE A: **Develop and implement projects and programs that create a vision and identity for FRN businesses and business nodes; improve and increase communication between FRN business and residents; and/or increase FRN business utilization.**

STRATEGY 1: **Offer a “Paint and Fix” type program to area businesses.**

Program design will consider- leveraging funds from businesses while helping them improve the physical appearance of their buildings; reviewing the current policies of the existing Paint and Fix program, and modifying the criteria for projects as well as the funding mechanism; establishing the program as revolving loans to help create a sustainable source of business improvement financing over time;

Outcomes:

*The neighborhood feels like a safe, comfortable place (Strategic focus area 1), and
Use of businesses increases (Strategic focus areas 3).*

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	FRNNG
Contract administration:	CPED Economic Policy and Development Division

Funding Source	Total
NRP	10,000
Other: Program Income	

STRATEGY 2: Fund projects that will provide long-lasting benefit to the overall business climate of a business node/group of nodes/entire neighborhood.

In Phase 1, the FRNNG Business Committee used a Request for Ideas (RFI) process to gather, assess, and prioritize project ideas. The intention is to go through a similar neighborhood input process in Phase 2 to decide exactly how these monies will be allocated. In Phase 2, particular attention will be paid to projects that can solidify a particular node’s revitalization (i.e. 48th & Chicago) or begin revitalization in a promising node that has received little attention in recent years (i.e. Cedar & Minnehaha Parkway). The RFI process will help to clarify where neighbors want to focus neighborhood resources. Most importantly, priority will be placed on projects that can leverage outside funds and resources.

As a part of the planning process for implementing this strategy, FRNNG is committed to engaging relevant City departments early and often. This will ensure that the City’s policy directions (such as the City’s comprehensive plan) are taken into consideration before proceeding with action or expenditure.

Examples of this type of project could include park benches, artwork or other types of permanent structures/improvements that give the neighborhood a more appealing place to do business.

Outcomes:

*Inter-business collaboration increases (Strategic focus areas 1 & 2),
Business nodes and the neighborhood have more of an identity (Strategic focus area 1), and
Business nodes are more vibrant and vital (Strategic focus areas 1 & 3).*

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	FRNNG
Contract administration:	CPED Economic Policy and Development Division

Funding Source	Total
NRP	40,000

STRATEGY 3: Market neighborhood businesses and market business assistance programs to businesses.

The FRNNG Business Committee will partner with the Communications Committee to expand the FRNNG website to include information on local businesses and ensure that information on local businesses is shared regularly with residents through Close to Home and other communications.

The committee will consider creating a poster of a cartoon map of FRN business nodes that will highlight all businesses, similar to examples from past years in the Kingfield and Uptown areas.

Outcomes:

*Use of businesses increase (Strategic focus area 3),
Neighbors' knowledge of businesses increase (Strategic focus area 2),
A diverse group of businesses expresses interest in Business Committee programs (Strategic focus areas 1).*

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
NRP	6,000

STRATEGY 4: Implement the 48th and Chicago vision that was developed by the Dream Team, with support from FRNNG.

Phase 1 monies and efforts were spent creating a comprehensive vision for the business node at 48th & Chicago. This business/neighbor partnership, called the “Dream Team”, included a neighborhood-wide survey, neighborhood input meetings, and regular team planning sessions. The result was a comprehensive vision for the node as well as architectural drawings. This planning process will be the jumping-off point for implementation of this strategy.

As a part of the planning process for implementing this strategy, FRNNG is committed to engaging relevant City departments early and often. This will ensure that the City’s policy directions (such as the City’s comprehensive plan) are taken into consideration before proceeding with action or expenditure.

The Phase II action plan intends to reserve funding to support implementation of priority components of the Dream Team’s vision that are supported by residents of the larger neighborhood.

One issue that has received a great deal of feedback, and would be on the table as a priority component, is parking. There are many other ideas that came out of the Dream Team’s work that could also be considered.

In the event funding is not needed to help implement components of the 48th and Chicago vision, the FRNNG Business Committee will, with Board approval, direct these funds to Business Strategy 1.A.2.

Outcomes:

48th and Chicago continues to be an area that the neighborhood sees as a gathering place and a part of its identity and businesses are able to succeed as the area continues to change (Strategic focus areas 1 and 3).

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	TBD
Contract administration:	CPED Economic Policy and Development Division

Funding Source	Total
NRP	9,000

COMMUNICATIONS

GOAL 1: Ensure people are aware of and have the opportunity to impact decisions that will affect their lives.

OBJECTIVE A: Establish and maintain effective two-way dialogue, information exchange and timely communication networks between neighbors, FRNNG, McRae Park, churches, businesses and other organizations that contribute to FRNN’s quality of life.

The Phase II random sample survey asked respondents to rate the effectiveness of a variety of approaches FRNNG has used to facilitate neighborhood communications. The results confirm that the Close To Home newsletter is the most important of all our communication vehicles. Although direct mailings are a distant second, the two approaches combined show a preference towards printed materials.

FRN Random Survey	Very Effective	Somewhat Effective	Not Effective	Don't Know
▪ The Close To Home newsletter	44.3	41.8	3.3	7.7
▪ FRNNG Website.	2.5	19.1	9.8	63.1
▪ New neighbor information bags.	12.0	22.4	6.6	54.4
▪ Direct mailings	23.2	45.1	6.6	21.9
▪ FRNNG meetings	6.3	32.0	8.5	47.8
▪ E-mail notification	5.5	12.0	7.1	69.7

STRATEGY 1: Continue publishing the Close to Home newsletter.

Close to Home is mailed out to more than ninety-five percent of neighborhood homes, businesses and churches.

The Phase II survey found that 85% of the households are aware of regularly receiving the newsletter and 75% favor the current publication schedule.

FRN Random Survey	Yes	No	Don't Know
Q19. The <u>Close To Home</u> newsletter is currently published six times per year. Do you receive issues regularly?	85.0%	7.4%	7.4%

FRN Random Survey	Current Schedule	More Often	Less Often
Q20. How often would you like the <u>Close To Home</u> newsletter published?	75.4%	14.8%	6.3%

Contributors to the publication are all volunteers. The Communications Committee has also done fundraising that pays for issues without the use of NRP money, allowing NRP money to go further. Costs for this strategy are printing and mailing of the newsletter.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
NRP	35,000
Other: Fundraising	TBD

STRATEGY 2: Improve the neighborhood website.

The neighborhood website will provide up to date information about our neighborhood. FRNNG currently has a website up and running.

The Phase II survey asked the following question –

FRN Random Survey	Agree/ Strongly Agree	Disagree/ Strongly Disagree	No Opinion
Please indicate how much you agree or disagree with the following statement: "A user-friendly neighborhood website, with up-to-date community information is an important neighborhood communication vehicle."	65.3%	11.8%	21.9%

Though only 21.6% of all respondents rate the FRNNG website as very effective or somewhat effective, the results to this question show strong agreement with a neighborhood website as a communication approach.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
NRP	1,500
Other:	TBD

STRATEGY 3: Provide Welcome Packets to new neighbors.

The Phase II action plan intends to continue this popular Phase I activity. 3 out of 10 survey respondents rated the communication approach as very effective or somewhat effective.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
NRP	500
Other:	TBD

COMMUNITY AND SAFETY

GOAL 1: **Build a neighborhood where all residents feel safe and trust public safety professionals and systems.**

OBJECTIVE A: **Develop and implement strategies that prevent crime, promote cohesiveness, and foster feelings of safety on our individual blocks and throughout the neighborhood.**

If we are to have a neighborhood where people want to move into and stay, safety is an important element in making this happen. We agree with the City Council’s expectations under the safety goal that states-

“The City will balance its resources between prevention and response. Working with our partners, we will create awareness and prevention models to minimize safety issues before they arise. We will focus our energies on livability issues by exploring creative methods to address livability crimes within our communities.”

The Phase II survey identified that 8/9 out of every 10 people feel their neighborhood is a safe place to live. However, traffic is a major concern. Over 5 out of 10 people disagree or strongly disagree with the statement, “Traffic speeds in my neighborhood are not a problem.”

Traffic speed is a livability crime that needs attention and it mirrors the findings of the 2003 Minneapolis Residents Survey. The City survey identifies public safety, managing city government, and transportation as the leading challenges facing the city. The report states, “This is a significant shift from the previous *2001 Citizen Survey* where affordable housing and public safety were mentioned as the biggest challenges.” Traffic level and congestion were voiced as concerns.

FRN Random Survey	Agree / Strongly Agree	Disagree / Strongly Disagree
<ul style="list-style-type: none"> ▪ My neighborhood is a safe place to live. 	85.5 %	10.1 %
<ul style="list-style-type: none"> ▪ Traffic speeds in my neighborhood are not a problem. 	39.9 %	56.6 %
<ul style="list-style-type: none"> ▪ My neighborhood is clean. 	79.8 %	18.0 %

STRATEGY 1: Reduce traffic noise and speeding

Program design will consider allocating:

- \$1,500 for signs on Park and Portland Avenue at 43rd, 44th, & 45th Streets that tell motorists they are one way;
- \$10,000 to stripe/reengineer 42nd street from the freeway to Cedar Ave traffic to help slow down traffic and make the street safe for pedestrians, especially kids;
- \$17,000 to help identify problem intersections by using set criteria and then to aid the improvement of those intersections; and
- \$2,000 to do an informational campaign explaining traffic issues and how they affect our neighborhood in terms of money and safety.

Program design will also include working with the City to have the stop-lights adjusted in an effort to slow down the traffic. We need to make them aware of how this is an important safety issues for our neighborhood.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	Public Works
Contract administration:	Public Works

Funding Source	Total
NRP	30,500
Other: PW & MPD	TBD

Another City Council expectation under its safety goal is-

“The City will provide quality public safety services that are competent, consistent and fair. We will hold ourselves accountable to these standards. We will strive to ensure the community’s trust and confidence in our public safety professionals by strengthening our relationships with the community and engaging them as partners in public safety approaches.”

7 out of every 10 people feel that people in their neighborhood look out for one another. The Phase II Action Plan builds on this neighborhood strength in partnership with City safety professionals. We will show a presence in the neighborhood that will let criminals know we are aware of the activities happening in our neighborhood.

FRN Random Survey	Agree / Strongly Agree	Disagree / Strongly Disagree
▪ People in my neighborhood look out for one another.	69.1%	20.2%

STRATEGY 2: Organize block clubs on one hundred percent of FRNN blocks.

Program design expects outreach work will be included in the CCP/S.A.F.E. team's yearly goals for the neighborhood with recruitment assistance provided by an established FRNNG committee and an FRNNG staff person.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG & 3 rd PCT Crime Prevention Specialist
Program implementation:	FRNNG & 3 rd PCT Crime Prevention Specialist
Contract administration:	NRP Office

Funding Source	Total
FRNNG operating	TBD
Other: CCP/S.A.F.E.	TBD

STRATEGY 3: Organize a walking group.

Program design will include outreach and recruitment through the work of staff and committee volunteers along with communication through Close to Home and our neighborhood website.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
FRNNG operating	TBD

GOAL 2: Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

OBJECTIVE A: Address disparities in health, education and access to employment within in our teen and senior communities.

STRATEGY 1: Support a Teen Job Opportunity Fair.

The FRNNG Community and Safety Committee provided resource support to a teen job fair during Phase I. This strategy establishes the intention that FRNNG will continue to support the teen job fair in collaboration

with other neighborhood, government and business partners. Program design will consider allocating \$250 per year for advertising and site expenses. The Teen Fair is a collaborative among neighborhood such as FRN, Powderhorn and Corcoran neighborhoods.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG and other sponsors
Program implementation:	
Contract administration:	Development Finance Division (DFD)

Funding Source	Total
NRP	1,250
Other:	

STRATEGY 2: Support a Senior Helpline.

Residents over the age of 55 make up 16.50% of the neighborhood population based on the 2000 census. This is percentage is down from 18.93% in 1990.

In Phase I the FRN Action Plan directed NRP funds in support of the Senior Helpline run by Nokomis Healthy Seniors, a living at home/ block nurse program. The mission of the helpline is to help seniors continue to live safely and independently in their homes by connecting them with information and services they need. They have an annual budget of \$180,000.00. They receive money from the CBDG, county, state and private donations.

This strategy establishes the intention that the FRN Action Plan continues to regard the Senior Helpline as high priority program.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG and Nokomis Health Seniors
Program implementation:	Nokomis Healthy Seniors
Contract administration:	Hennepin County

Funding Source	Total
NRP	15,000
Other:	

The Phase II Random sample survey asked three (3) questions concerning discrimination in the neighborhood. Below are the results. The responses with respect to dealings with City police are important to document in relation to the City Council’s public safety expectation –

“The City will provide quality public safety services that are competent, consistent and fair. We will hold ourselves accountable to these standards. We will strive to ensure the community’s trust and confidence in our public safety professionals by strengthening our relationships with the community and engaging them as partners in public safety approaches.”

Q11. During the past 12 months have you, yourself, experienced any type of discrimination in the neighborhood?

Yes	20
No	344
No response	2

Q12. If you checked (Yes) was the discrimination you faced in (Check all that apply)–

Getting a job, or at work	1
Getting housing	4
Service in a restaurant or store	2
Dealing with City police	7
Other type of situation	14

Q13. If you checked (Yes) for what reasons do you feel you were discriminated against. (Check all that apply)

Race	10
Gender	1
Age	2
Religion	2
Ethnic/country	3
Disability	0
Economic status	4
Language or accent	1
Sexual orientation	1
Marital status	2
Social status	2
Other	6

GOAL 3: Preserve and enhance our natural and historic environment and promote a clean, sustainable neighborhood.

OBJECTIVE A: Improve the appearance of the neighborhood.

The appearance of any neighborhood is important in determining what happens in the neighborhood. A clean, well-kept neighborhood will deter crime and attract positive activities to our neighborhood.

8 out every 10 people based on the Phase II survey feel the neighborhood is clean and it drops down to 7 out of 10 people who feel businesses in their neighborhood are well maintained. The Phase II Action Plan builds on these neighborhood strengths.

FRN Random Survey	<i>Agree / Strongly Agree</i>	<i>Disagree / Strongly Disagree</i>
▪ My neighborhood is clean.	79.8 %	18.0 %
▪ Businesses in my neighborhood are well maintained.	70.2 %	19.7 %

STRATEGY 1: Create and distribute a property maintenance information sheet.

An informational sheet with guidelines for maintaining your property will be created then it will be put on the FRNNG website, mailed to every household, and included in the Welcome Neighbor Packets for new residents. This program will work in conjunction with the housing resource directory.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
FRNNG operating	TBD

STRATEGY 2: Help keep business properties neat in appearance and properly maintained.

Program design will be based on wanting to help businesses keep their properties clean and well maintained by providing them with information about city ordinances and other useful resources, as well as encouraging residents to report problem businesses to the City.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
FRNNG operating	TBD

GOAL 4: Strengthen neighborhood organization and enhance community engagement.

OBJECTIVE A: Value and involve the voices of individuals and other community interests within the City's and neighborhood decision-making processes.

STRATEGY 1: Create and distribute a resource sheet with the telephone numbers of City officials or departments.

FRNNG will send a resource sheet to every household, put it on the FRNNG website, and include it in the Welcome Neighbor Packets for new residents.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
NRP	1,000

STRATEGY 2: Utilize NRP dollars to support FRNNG as the neighborhood-based vehicle for NRP planning, monitoring, oversight and community outreach.

A time management study conducted in 2003-04 showed that FRNNG devoted volunteer time and energy, and personnel resources in the following manner:

- 80% - Planning, monitoring, oversight and citizen participation
- 20% - Management & administration

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & community outreach	FRNNG
Organization management & administration	FRNNG
Contract administration:	NRP Office

Funding Source	Total
Planning, monitoring, oversight & community outreach	148,170
Management & Administration	37,054
Phase II plan development	104,142
Other:	
Total	289,366

STRATEGY 3: Utilize community events as way to grow a sense of community and to educate community members on neighborhood revitalization activities.

Activities such as winter lights, holding pond dedication, block vs. block competitions and neighborhood movie gatherings are just a few examples of how to bring people together in a social manner where neighborhood revitalization information can be shared and citizen participation encouraged.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
FRNNG operating	TBD

EDUCATION

GOAL 1: Enhance the learning environment of neighborhood students.

Question 27 of the Phase II random survey focused on education and asked,

“For each statement below please indicate whether you agree, strongly agree or disagree, strongly disagree.”

The survey found that-

- 3 out of 10 people who responded either positively or negatively feel the schools in their neighborhood are not safe,
- 5 out of 10 people who responded either positively or negatively feel that budget cuts have affected their family, and
- Remarkably, over 6 out of 10 people who responded either positively or negatively are willing to volunteer at their neighborhood school.

The complete results to survey questions are –

FRN Random Survey	Strongly Agree	Agree	Strongly Disagree	Disagree	No Opinion
<ul style="list-style-type: none"> ▪ Public schools in my neighborhood are safe. 	8.2%	41.8	1.4	8.2	37.7
<ul style="list-style-type: none"> ▪ School district budget cuts have affected our family. 	13.7%	10.7	9.0	18.3	45.1
<ul style="list-style-type: none"> ▪ I am willing to volunteer at my neighborhood schools. 	10.7%	30.6	5.7	16.9	32.0

OBJECTIVE A: Partner with the Minneapolis Public Schools system to maximize the physical characteristics and education activities at area schools through infrastructure improvements and neighborhood collaborations.

STRATEGY 1: Initiate the Arts in the Community Project.

Program design will emphasize bringing the neighborhood together through educational workshops that will result in displays of children’s art on banners along 46th Street. Funds will be used for workshop supplies, organization and banner installation.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	Community Ed / Neighborhood Schools / FRNNG
Contract administration:	MPS Community Education

Funding Source	Total
NRP	8,000
Other:	TBD

STRATEGY 2: Improve the fencing at Field and/or Northrop Schools.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	Minneapolis Public Schools
Contract administration:	Minneapolis Public Schools

Funding Source	Total
NRP	15,000
Other:	TBD

STRATEGY 3: Upgrade the window treatments for Field School.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	Minneapolis Public Schools
Contract administration:	Minneapolis Public Schools

Funding Source	Total
NRP	5,000
Other:	TBD

HOUSING

GOAL 1: Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth.

OBJECTIVE A: Develop and implement housing strategies that rehabilitate the existing housing stock; promote affordable rental housing; promote racial, cultural and ethnic diversity; create opportunities for elderly homeowners to remain in the neighborhood; and educate community residents on home maintenance and improvement resources.

Since 1995 the Phase I Neighborhood Action Plan has dedicated approximately \$1.3 million to housing and housing related activities. This represents over 65% of our total Phase I NRP expenditures – fully 13% higher than required by the State of Minnesota Legislative mandate to NRP. With the creation of a revolving loan program in the late 1990s loan repayments to FRN account has provided additional dollars allowing for grants and loans beyond the original amount. The table below shows the success of our efforts and the efforts of our program administrator – Center for Energy and Environment (CEE) to improve the neighborhood housing stock using NRP resources and leveraging other programs. The table is current to 6/24/2004.

NRP Funded Programs	Loans Closed	Dollars
Revolving Loans	64	442,607.23
MHFA Discount Loans	74	55,770.18
Matching Deferred Loans	79	295,324.00
Deferred Loans	69	284,428.00
Value Added Deferred Loans	16	56,384.00
Exterior Deferred Loans	17	87,774.00
Emergency Deferred Loans	14	54,122.00
Total	333	1,276,409.41
Non-NRP Programs	Loans Closed	Dollars
MHFA Community Fix-up	104	1,196,061.00
MHFA Fix-up	78	490,885.80
MHFA Deferred Loans	3	37,961.48
CEE Home Energy	21	104,953.00
MHFA Rental Rehab	1	15,987.00
CEE Rental Energy	2	10,945.00
Private Bank MN	6	28,207.00
Total	215	1,885,000.28
Homeowner Invested Dollars		350,605.50
Grand Total	548	3,512,015.19

The Phase II random sample survey focused a lot of attention on gathering information on people's attitudes and opinions on a variety of housing related topics. Some of the major themes supported by the survey results and what the Phase II Action Plan attempts to address are:

- 8 out of 10 find their monthly housing costs are affordable,
- 2 out of 10 homes needs some major exterior repair,
- 6 out of 10 homes have minor exterior repair needs,
- Only 5 out of 10 people feel that neighborhood provides good housing choices, and
- Landscaping is a valued and important housing component.

FRN Random Survey	<i>Agree / Strongly Agree</i>	<i>Disagree/ Strongly Disagree</i>
▪ Homes in my neighborhood are well maintained.	83.6	12.3
▪ I support increasing the density (more housing units, more households) in my neighborhood.	15.5	72.2
▪ Residents have a good choice of housing types, such as apartments, single-family homes, and condos.	51.6	30.9
▪ The outside of my home needs some major repairs.	23.8	64.5
▪ The outside of my home needs some minor repairs.	63.7	25.4
▪ The monthly housing cost is affordable.	80.6	11.7
▪ Landscaping is important to the value of my home.	90.4	4.4
▪ I am satisfied with the size of my garage.	50.3	41.2
▪ The current number of bedrooms meets my needs.	81.2	15.6
▪ The current number of bathrooms in my home meets my needs.	66.6	30.6
▪ Central air conditioning would be an important upgrade to my home.	43.1	10.7
▪ Adding a bedroom and a bathroom in the basement would increase the value of my home.	56.0	19.7

STRATEGY 1: Provide loans and grants for property improvements.

Program design will consider allocating \$275,000 to a low-interest loan product, \$75,000 for emergency home improvement loans/grants and up to \$15,000 for program administration.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	TBD
Contract administration:	DFD

Funding Source	Total
NRP	404,850
Other: Program Income	

STRATEGY 2: Develop, promote and implement three major home improvement seminars per year.

The workshops are Mold in Your Home- How to Identify & Removal, Remodeling Kitchens and Bathrooms and Home Weatherization.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	DFD

Funding Source	Total
NRP	5,000
Other:	

STRATEGY 3: Create and develop a Block Appeal loan program fund that will focus on front dwelling valued for added home improvements.

Program design will consider a minimum of three contiguous blocks with participation of 70% of block property owners as the base requirement to access funds.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	TBD
Contract administration:	DFD

Funding Source	Total
NRP	100,000
Other: Property owners	TBD

STRATEGY 4: Sponsor and conduct an annual neighborhood alley clean up day.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG & Public Works
Contract administration:	Public Works

Funding Source	Total
NRP	4,000
Other: PW	TBD

STRATEGY 5: Create and distribute a neighborhood resource sheet to include city and county depts.

Create a sheet with key phone numbers and contacts for the neighborhood, as well as city and county offices. Distribution will include but not limited to: displayed on the FRNNG website; mailed to and dropped off at neighborhood households; and assembled with Welcome Neighbor Packets materials.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
NRP	1,000
Other:	

STRATEGY 6: Create a construction financing loan pool for new development of single family, seniors housing that will include duplexes and multiple family homes.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	TBD
Contract administration:	CPED Housing Policy and Development Division

Funding Source	Total
NRP	70,000
Other: Program Income	TBD

STRATEGY 7: Create a program to get more motion detectors installed on individual homes in the alleys of the neighborhood.

The neighborhood will look into possible ways to get more motion detectors installed in our neighborhood. We will work with relevant city departments to set up the most efficient way to make this strategy work.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	DFD

Funding Source	Total
NRP	2,500
Other: Program Income	TBD

STRATEGY 8: Promote the Southside Housing and Remodeling Fair through the Close to Home newsletter and Block Club mailings.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration:	NRP Office

Funding Source	Total
FRNNG operating	TBD
Close To Home	TBD

STRATEGY 9: Recruit neighborhood volunteers to attend the Southside Housing Fair planning meetings.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG
Program implementation:	FRNNG
Contract administration	NRP Office

Funding Source	Total
FRNNG operating	TBD
Close To Home	TBD

STRATEGY 10: Work with MTN to produce videotape that markets the neighborhoods housing and quality of life.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG & MTN
Program implementation:	FRNNG & MTN
Contract administration:	NRP Office

Funding Source	Total
FRNNG operating	TBD

STRATEGY 11: Market home improvement resources to neighborhood residents through the Close to Home newsletter.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	FRNNG & MTN
Program implementation:	FRNNG & MTN
Contract administration:	NRP Office

Funding Source	Total
NRP	5,000

PARKS

GOAL 1: **Maintain physical infrastructure to ensure a healthy, vital and safe neighborhood.**

OBJECTIVE A: **Partner with the Minneapolis Parks and Recreation to maximize the physical characteristics and social activities at area parks and parkways through infrastructure improvements.**

6 out of 10 neighborhood households use park facilities within the neighborhood the most often. When asked, "Which City park does your household use the most?" the Phase II random sample survey found:

Minnehaha Parkway	41.8 %	Other City parks	8.2 %
McRae Park	19.1 %	Pearl Park	4.9 %
No response	15.8 %	Linden Hills	0.5%
No parks	9.6 %		

The survey design did not anticipate that Minnehaha Parkway would be the number 1 choice on park use, and therefore devoted all the parks-related questions to McRae Park. Some of the McRae Park findings include:

- 2 out of 10 respondents (19.7%) use the playground at McRae Park. Other percentages are – pool (9.6%), programs (8.2%), ball fields (6.8%), basketball courts (6.0%), tennis courts (4.1%).
- 4 out of 10 respondents feel that McRae Park has a good variety of recreation choices. 1 out of 10 disagree.
- 3 out 10 survey respondents would use a zero-entry swimming pool if it were available at McRae Park.

Question 23 of the random survey asked, "Please indicate how often you, or members of your household, would use each of the following services, if it were available at McRae Park." The results are -

	Very Often / Often	Seldom / Never
▪ A zero-entry swimming pool	27.6%	46.8%
▪ A computer lab.	10.9	71.5
▪ A winter, golf driving range.	22.4	58.8
▪ Preschool classes.	11.8	60.9
▪ Senior programs.	10.1	64.7
▪ An air-conditioned park shelter.	12.0	64.2
▪ A basketball gymnasium.	14.5	64.0
▪ A volleyball gymnasium.	9.0	68.0

Major investments in play equipment at McRae Park and Northrop School were made in Phase I of the NRP. The Phase II plan intends to direct more modest dollars to fill gaps and supplement the greatest needs.

STRATEGY 1: Resurface (Color Coating) the tennis, basketball, volleyball, or bang board courts.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	Minneapolis Park & Recreation Board (MPRB)
Contract administration:	MPRB

Funding Source	Total
NRP	10,000
Other: MPRB	

STRATEGY 2: Add air conditioning at McRae Park.

FRNNG will pursue supplemental funding options to complete the air conditioning project for the entire McRae Park building. Estimates for the entire facility range from \$20,000 to \$30,000.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	MPRB
Contract administration:	MPRB

Funding Source	Total
NRP	10,000
Other: MPRB	

STRATEGY 3: Purchase folding panel mats for exercise classes at McRae Park.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	MPRB
Contract administration:	MPRB

Funding Source	Total
NRP	500
Other: MPRB	

STRATEGY 4: Purchase pre-school toys, and arts & crafts supplies for McRae Park programs.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	MPRB
Contract administration:	MPRB

Funding Source	Total
NRP	9,000
Other: MPRB	

STRATEGY 5: Support improvements to public open spaces in and around the Field, Regina and Northrop neighborhoods.

Program design will consider targeting funding support to park space adjacent to Minnehaha Creek and highly visible streetscapes.

Roles & Responsibilities	Organization/Office
Planning, monitoring, oversight & citizen participation:	Field, Regina, Northrop Neighborhood Group
Program implementation:	MPRB and/or Public Works
Contract administration:	MPRB and/or Public Works

Funding Source	Total
NRP	5,000
Other:	TBD

