



COMMUNITY PARTICIPATION PROGRAM

Application

**Approved by East Isles Residents Association Board of Directors
on October 8, 2013**

East Isles Residents Association

2751 Hennepin Avenue S

Box 294

Minneapolis, MN 55408

www.eastisles.org

Federal EIN: 41-1792897

Board President

Dan McLaughlin

president@eastisles.org

Primary Contact Staff

Monica Smith

nrp@eastisles.org

612-821-0131

FUNDING ACTIVITIES.

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

- 1. Eligibility.** If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.

East Isles Residents Association (EIRA) is currently funded through CPP.

- 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?

Over the next three years, EIRA will:

- Send annual membership mailing to 1,980 households
- Keep the website current and relevant (www.eastisles.org)
- Continue to publish a monthly e-newsletter
- Continue to provide content to community newspapers:
 - Publish EIRA Board meeting minutes, submit articles and run ads in the Hill and Lake Press
 - Submit event details to the Southwest Journal
- Hold biannual members' meetings (April and October)
- Host community building events:
 - Ice Skating Party (January)
 - Earth Day Clean-Up (April)
 - Ice Cream Social (August)
 - Wine Tasting Fundraiser (October) in conjunction with other Uptown neighborhoods
 - Ongoing Green Team events and activities
- Hold monthly committee meetings
- Hold special meetings as necessary to respond to neighborhood issues

EIRA will engage residents and stakeholders in developing a Neighborhood Priority Plan through priority setting exercise at an Annual Meeting.

- 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.

- 1) We invite and welcome community members to our monthly Board and committee meetings; neighborhood events are widely publicized via our print and electronic methods, as are calls for volunteer help.
- 2) We invite residents to become members of the association at every event and via our website and annual membership mailing. We recruit volunteers via standing

committees, electronic communications, community newspaper, our annual membership mailing and personal appeals.

- 3) EIRA has a Nominations Committee that recruits new board members.
- 4) The EIRA Board will reassess its strategic plan (created in October 2012) and address improvements to the organization's capacity.

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.

- We use our communication methods outlined above to help build a sense of the whole neighborhood. We have a mix of bustling businesses and nightlife along Lake and Hennepin corridors, multi-unit rental/condos and quiet tree-lined streets with single-family homes. Social events are our most successful way of creating the sense of a whole community and building bridges among the different communities
- East Isles is engaging with the other Uptown neighborhood through collaboration of our Green Teams and through the Uptown Opportunity Task Force that is looking at issues that require a larger community process to address (such as zoning, traffic, parking and green space).
- We continue to engage with Hennepin County Library during the construction of the new Walker Library. We work with the Park Board on issues relating to the parkland in the neighborhood and are working with a landscape architect student for ideas to enhance Smith Triangle Park. EIRA has a representative serving on the Community Advisory Committee for the Midtown Corridor Alternatives Analysis, a Metro Transit project to study transit options for the Lake Street/Midtown Greenway. EIRA has a representative serving on the Midtown Greenway Coalition board.

5. Involvement of under-engaged stakeholders. Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

Renters are less engaged in neighborhood affairs than single homeowners. Five (of the 11) EIRA Board members elected in May 2014 live in multi-unit buildings (two of whom are renters).

We reach out to every resident by sending our annual membership mailing to every address in the neighborhood. The Hill and Lake Press is delivered to every building (including rental properties). All current members with e-mail accounts receive our monthly e-newsletter.

We make an effort to post notification of events on community bulletin boards and in lobbies of multi-unit buildings where available.

We are looking for opportunities to engage with residents to provide feedback for the Midtown Corridor Alternatives Analysis. Metro Transit expects to make a transit recommendation in early 2014. We expect that transportation will be an important issue in the neighborhood in the next few years.

NCR can provide assistance to us in our effort to engage renters by sharing techniques that have proved successful in other neighborhoods. NCR could host a forum for neighborhoods with a large percentage of renters to share ideas and best practices.

6. Housing Activities. Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

- Continue implementing our NRP Phase II housing programs:
 - Home improvement loan program (administered by CEE)
 - Loan to Nonprofits Assistance Fund to provide affordable housing in Minneapolis.
 - Home security grant program.
- EIRA's Zoning and Land Use Committee is very active in reviewing variance requests and working with developers for new projects in the neighborhood.

EIRA spends 20% of our staff and volunteer time on housing-related issues.

7. Unused funds. Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

Unused CPP funds from the previous cycle will be carried over for community engagement.

8. Budgets. Submissions should include a budget showing how Community Participation Program funds will support the organization's community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

Please use this budget template when submitting your Community Participation Plan for approval.

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 contract or an NRP contract or MoU.

Contact your Neighborhood Support Specialist at NCR for further details.

Estimate budget \$77,576 (~\$25,859 per year)

CPP Budget	2014	2015	2016
Staff Expenses	\$20,020	\$16,062	\$16,062
Employee Benefits	\$	\$	\$
Professional Services	\$	\$	\$
Occupancy	\$1,256	\$1,256	\$1,256
Communications/Outreach	\$4,160	\$4,160	\$4,160
Supplies and Materials	\$200	\$200	\$200
Meetings/community building events	\$2,585	\$2,585	\$2,585
Development	\$	\$	\$
Fundraising	\$	\$	\$
Other Services	\$1,596	\$1,596	\$1,595
Total for contract:	\$29,817	\$25,859	\$25,858
Neighborhood Priorities	\$3,506	\$	\$
TOTAL:	\$33,323*	\$	\$

***Note:** The sources for the 2014 budget above will be \$25,859.00 from the 2014-16 CPP allocation and \$7,464 from previous years' available CPP allocations.

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.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- 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.).