east calhoun

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

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Neighborhood Profile

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

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

- There were 2,545 persons living in East Calhoun in 2000. Of this population, 89% were White, 4% Asian, 2% Hispanic, 2% Black, and 3% listed as American Indian or other. Of the 2,545 residents, the largest age group is the 25-44 year-olds, with 50% of the population. The percentage of the other age groups was as follows: 12% age 0-19, 12% age 18-24, 20% age 45-64, and 6% age 65 or older.

- There were 1,300 occupied housing units in the East Calhoun neighborhood and 18 vacant housing units in 2000. Of the occupied housing units, 62% were renter occupied and 38% owner occupied.

- The median household income (in 1999 dollars) was $54,792 for East Calhoun households (vs. $37,974 for the city of Minneapolis).

East Calhoun's NRP Planning Process

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

Phase II NRP Action Plan for East Calhoun

Housing	$234,229

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

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

Strategy 1: Encourage weatherization projects in East Calhoun properties.

Strategy Description

- Offer grants to East Calhoun residents for energy audits.

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

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

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

Strategy Description

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

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

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

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

Strategy Description

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

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

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

Community Building	$23,130

Goal 1: Increase community building within the East Calhoun neighborhood

Objective 1: Increase communication with East Calhoun residents

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

Strategy Description

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

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

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

Strategy Description

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

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

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

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

Strategy Description

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

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

Objective 3: Increase neighborhood identity.

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

Strategy Description

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

  Budget: $5,000

Crime and Safety	$7,500

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

Objective 1: Improve the security of residential property

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

Strategy Description

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

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

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

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

Strategy Description

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

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

Environment	$38,674

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

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

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

Strategy Description

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

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

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

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

Strategy Description

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

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

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

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

Strategy Description

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

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

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

Strategy Description

- Convert boulevards in high-visibility areas to gardenscapes.

Budget: $5,000

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

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

Strategy Description

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

Strategy 2: Enhancement of the Loon Lake Trolley Path.

Strategy Description

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

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

Strategy Description

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

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

Implementation Plan	$31,080

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

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

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

Strategy Description

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

Budget:
NRP Coordinator:
$18/hour x 10 hours per week = $9,360 per year x 3 of years = $28,080

Operating expenses:
Supplies, printing, postage
$1,000 per year x 3 = $3,000