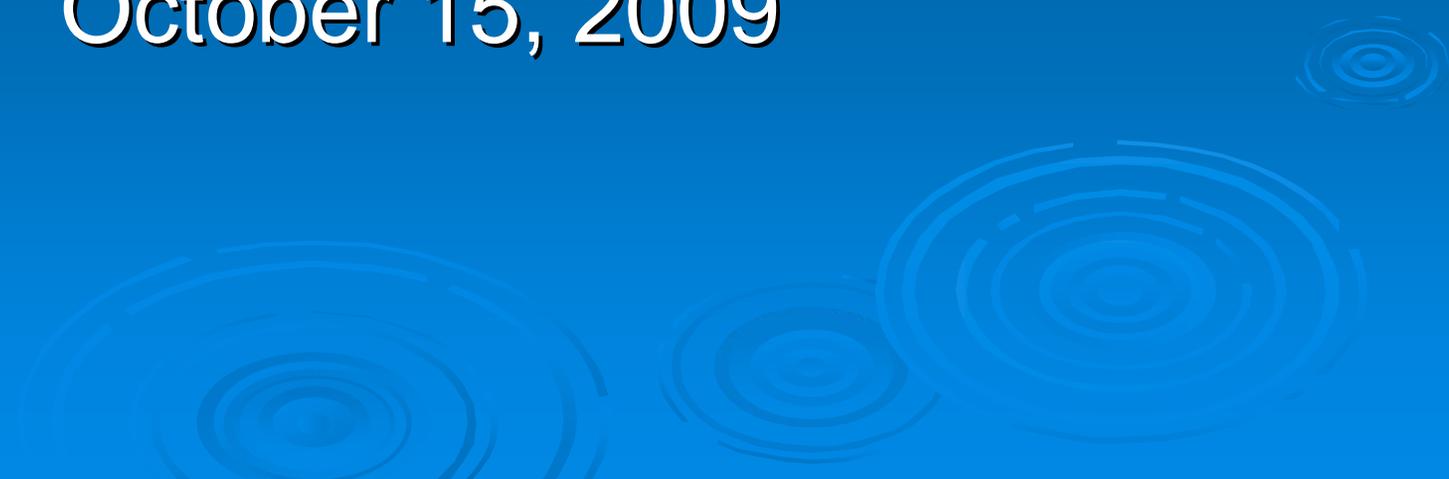


# Neighborhood and Community Relations Department

Committee of the Whole

October 15, 2009



# Neighborhood and Community Relations Department

## Core Principles of Community Engagement

*(Adopted by the Mayor and City Council on December 7, 2007)*

- **1) Right to be involved** – Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- **2) Contribution will be thoughtfully considered** - Public participation includes the promise that the public's contribution will be thoughtfully considered.
- **3) Recognize the needs of all** - Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.
- **4) Seek out involvement** - Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- **5) Participants design participation** - Public participation seeks input from participants in designing how they participate.
- **6) Adequate information** - Public participation provides participants with the information they need to participate in a meaningful way.
- **7) Known effect of participation** - Public participation communicates to participants how their input affected the decision.

# Neighborhood and Community Relations Department

## Department's Charge

To strengthen our City's quality of life through rigorous community participation, resident involvement in neighborhood and community organizations, and supporting clearly defined links between the City, City services, and neighborhood and community organizations

# Neighborhood and Community Relations Department

## Starting With a Strong Foundation

- +18 Years of the Neighborhood Revitalization Program
  - Strong neighborhoods
  - Engaged residents
  - Strong community and cultural organizations
  - City that continually values community engagement
- 

# Neighborhood and Community Relations Department

## Functions of the Department

### Neighborhood Vitality

- Nurturing neighborhood vitality through neighborhood-based priority setting, planning and implementation

### Access and Outreach

- Addressing and removing barriers to civic participation and meaningful engagement

### Community Participation and Engagement

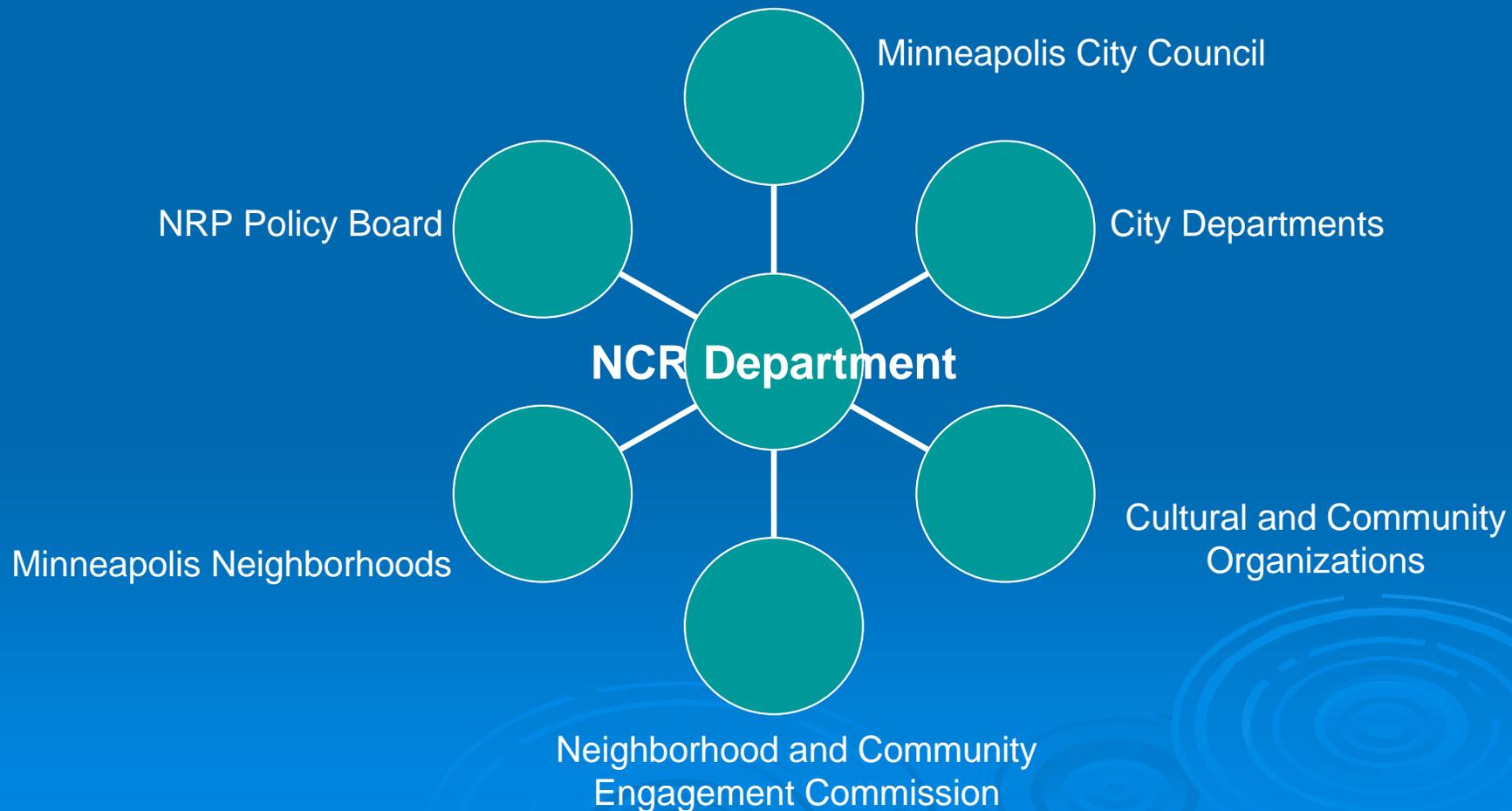
- Maintaining the principles of engagement and establishing an environment where viewpoints and concerns of those affected by the City's work can be captured

### Services to the City Enterprise

- Serving as a resource to all City departments and work with City Staff on new and dynamic ways to incorporate community participation activities into their work

# Neighborhood and Community Relations Department

## NCR's Expanded Role



# Neighborhood and Community Relations Department

## Community Input: Focus Groups

*Focus groups conducted to date*

- Neighborhoods
- Community and Cultural Organizations
- Policy Makers
- NRP Staff (2)
- City Staff

# Neighborhood and Community Relations Department

## Community Input: Neighborhood Outreach



### NEIGHBORHOOD AND COMMUNITY RELATIONS DEPARTMENT and NEIGHBORHOOD AND COMMUNITY ENGAGEMENT COMMISSION

David Rubedor, 673-3129; David.Rubedor@d.minneapolis.mn.us  
Jennifer Lastoka, 673-3163; Jennifer.Lastoka@ci.minneapolis.mn.us

The Neighborhood and Community Relations (NCR) Department is part of the broader City Coordinator department and will both serve residents directly and support all other City departments with enterprise guidance in the realm of strong neighborhood and community relationships. The department will be charged with strengthening our City's quality of life through vigorous community participation, resident involvement in neighborhood and community organizations, and supporting clearly defined links between the City, City services and neighborhood and community organizations. The work of the NCR department will also be supported by the new resident-based Neighborhood and Community Engagement Commission (NCEC).

#### CORE PRINCIPLES OF COMMUNITY ENGAGEMENT

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

*(Adapted from the IAP2 Core Values of Public Participation)*

#### NEIGHBORHOOD AND COMMUNITY ENGAGEMENT COMMISSION (NCEC)

##### Funding for NRP Phase 3



##### NCEC responsibilities:

- ◆ Provide direction and monitor the distribution and use of an estimated \$120 million made available to neighborhood organizations through the:
  - Neighborhood Investment Fund
  - Community Innovation Fund
  - Community Revitalization Fund

Whittier, Midtown Phillips,  
Marshall Terrace, Lowry Hill,  
Windom Park, Powderhorn  
Park, Standish Ericson

Longfellow Community Council,  
East Harriet, Fulton, Corcoran,  
Harrison, NRRC, Willard Hay,  
Waite Park, Bancroft, Nokomis  
East, Kenwood, Lyndale,  
Shingle Creek, Kingfield,  
Loring Park, Downtown  
East/West, and many more....

# Neighborhood and Community Relations

## Program Aspects to be Retained

- Ability to respond to emerging issues, such as public safety, climate change or foreclosure prevention
- Structured, multi-year planning process
- Maintain neighborhood autonomy supporting control over their budgets, goals and work plans
- Maintain grassroots planning by neighborhoods
- Have operating and programmatic funds

# Neighborhood and Community Relations Department

## Potential Program Improvements

- Build greater inclusion, outreach and meaningful access
- Provide more administrative and financial education and training
- Simplify contracting and administrative requirements, where possible
- Incorporate community participation into the work of the City
- Increase transparency
- More frequent evaluation and accountability measures

# Neighborhood and Community Relations Department

## NCEC Neighborhood Elections

### NCEC NEIGHBORHOOD ELECTION PROCESS DETAILS

#### CITYWIDE FORUM/ELECTION

**Date:** June 16, 2009      **Time:** 6:00 pm

**Location:**

Van Cleve Park (in the Como neighborhood)  
901 15th Ave SE (corner of 15th Ave SE and Como)  
Minneapolis, MN 55414, (612) 370-4926

REGISTRATION ..... (6:00-6:30 p.m.)

Candidates, electors and alternate electors need to check in at the registration area with a photo ID.

LARGE GROUP INTRODUCTION (GVM) ..... (6:30-7:00 p.m.)

The League of Women Voters will present the voting rules.

MEET THE CANDIDATES/DISTRICT ELECTION ..... (7:00-8:45 p.m.)

**Meet the Candidates**

Each district will be designated an area to hold its individual caucus and election.

**Election Format:**

Each caucus will have between 3 and 8 candidates and 5 - 14 electors. Alphabetically by last name every candidate will have an opportunity to give a brief introduction (up to 3 minutes). Following candidate introductions, the question-and-answer period will begin.

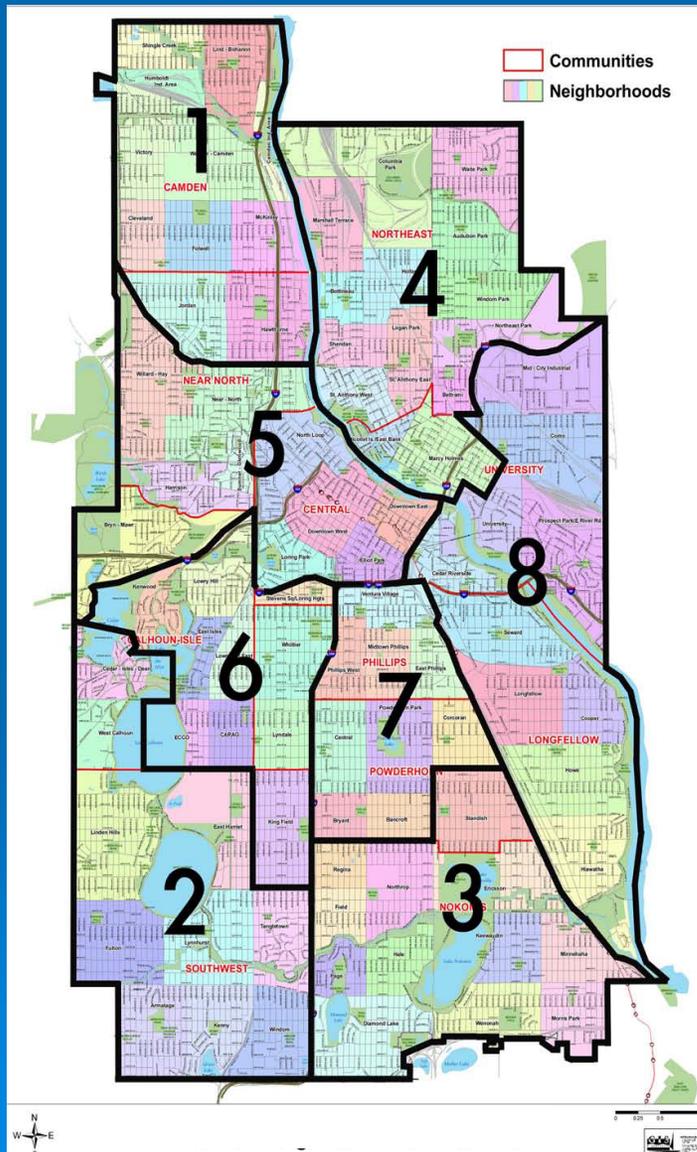
Questions must be either pre-submitted or <addition by request> received from the floor. Questions from the floor must be written on note cards provided at the meeting. Facilitators will consolidate questions and ensure they are not duplicative and apply to all district candidates.

The NCEC neighborhood representative election process will be governed by the following:

- Each district will hold their individual district election in designated election areas.
- All registered elector/alternate electors eligible for voting will be seated in their district's designated election area.
- District facilitators will open and close the district election.
- The floor will be closed once elections begin allowing only electors/alternates to be in the caucus area. The floor can be reopened for further discussion if another vote is required.
- Endorsements or testimonials are not allowed.
- Nominations from the floor or write-in nominations are not allowed.
- Absentee ballots are not allowed.

- 83 Residential Neighborhoods
- 70 Neighborhood Organizations
- City-Wide Meetings
- Population-Based District Model
- Elections Task Force
- Engaged MCS Staff for Outreach
- 34 Candidates
- Developed Elections Process
- Elected 8 Neighborhood Representatives on June 16th

# Neighborhood and Community Relations Department



## Neighborhood and Community Engagement Commission 2009 Members

- Tony Anastasia City Council
- Doron Clark District 4
- David Crockett City Council
- John Finlayson District 2
- Bill Helgeson District 3
- Mark Hinds District 6
- Crystal Johnson Mayor
- Melanie Majors District 7
- Marcea Mariani District 8
- Matt Massman District 1
- Ed Newman City Council
- Matt Perry Mayor
- Karen Rosar District 5
- Breanne Rothstein City Council
- Jeff Strand City Council
- Ami Thompson Park Board

# Neighborhood and Community Relations Department

## Neighborhood and Community Engagement Commission

- NCEC has met 4 times
- Developing Bylaws
- Screening subcommittee for ACC/Director of NCR
- Leadership and decision-making process determined
- Developing a recommendation on the Tax Increment Finance District
- 2010 transition funds program being developed (proposed)

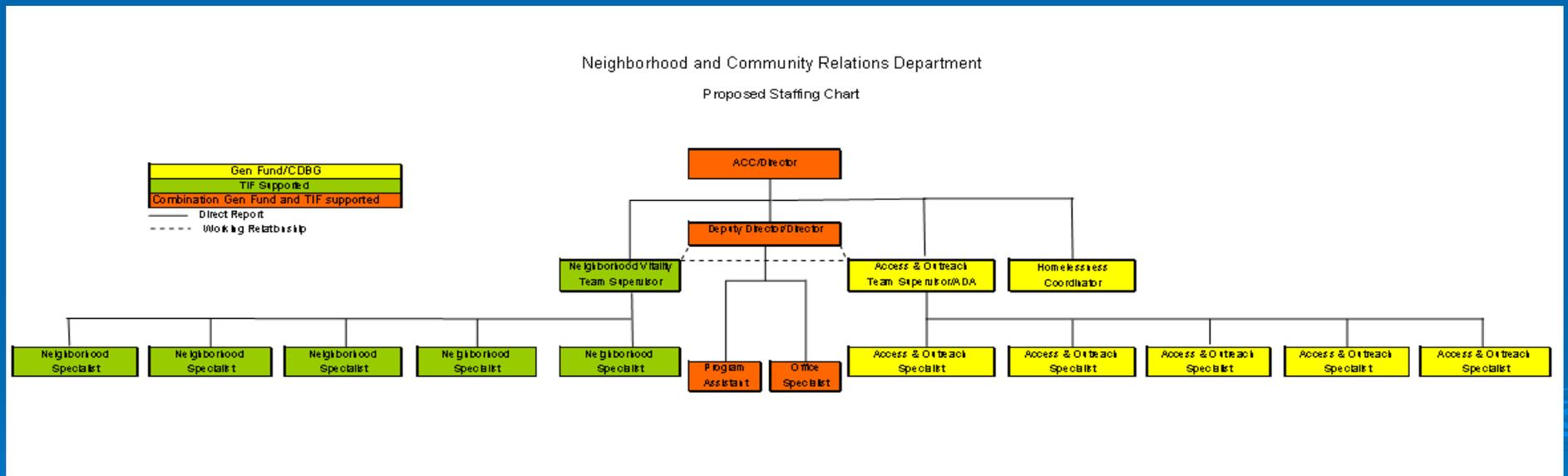
# Neighborhood and Community Relations Department

## Staffing Structure

- Achieve the outcomes and expectations of the department
- Only staffing and programming related to neighborhood work paid from TIF
- Remaining staffing resources coming from existing positions
- Existing positions reclassified to meet the outcomes of the department
- Structure allows department's neighborhood related administrative expenses to stay within existing 2009 NRP budget starting in 2011 (\$1.4M)

# Neighborhood and Community Engagement Commission

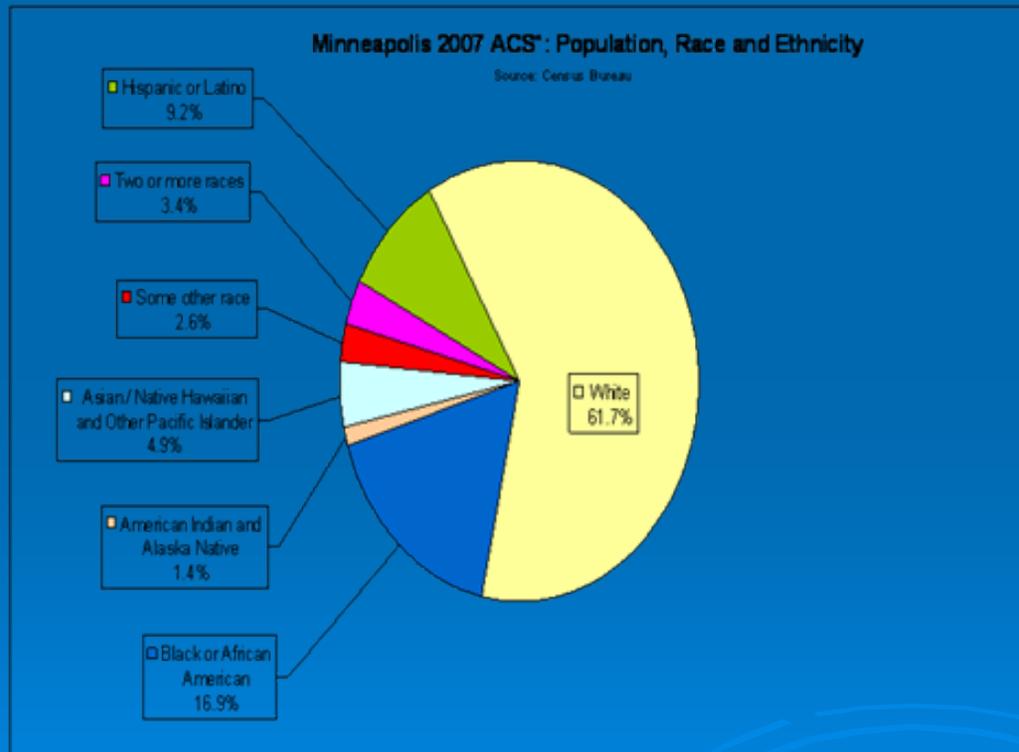
## 2011 Staffing Matrix



# Neighborhood and Community Relations Department

## Achieving the Outcomes of the Department

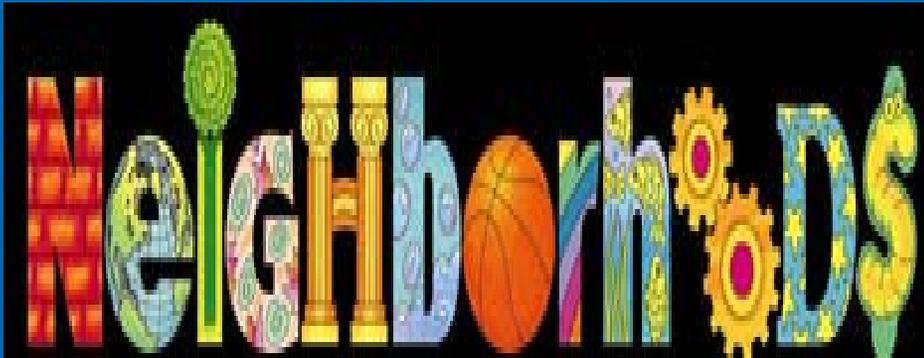
### Access and Outreach Team



- People-based outreach
- Staff dedicated to building connections and relationships with all the residents and communities in the city
- ADA compliance, Limited English Proficiency and new resident outreach
- Expanded and redefined role from existing positions
- Allows for the flexibility to respond to new communities and the ever-changing demographics of Minneapolis

# Neighborhood and Community Relations Department

Achieving the Outcomes of the Department



*Graphic from the City of Seattle, Washington*

- Neighborhood Vitality Team
  - Place-based outreach
  - Staff dedicated to supporting the work of neighborhood organizations
  
- Management Team
  - Works with the A&O and NV staff to incorporate their work into the City Enterprise

# Neighborhood and Community Relations Department

## 2010 Staffing Plan

- Requires Flexibility
- Staffing added as program develops
- Access & Outreach Staff in early 2010
- Some Neighborhood Vitality Staff early 2010, additions based on NRP Integration

# Neighborhood and Community Relations Department

## Components of Integrating NRP Phase I and II

Neighborhood and Community Relations Department  
NRP Program Components

Legal	Information Systems	Administrative	Neighborhood Vitality	Staffing	Access and Outreach	Services to the City
NRP Phase I and II Assets NRP Assets Integration Issues Relationship with NRP Policy Board	Dial Platform Database Web Site Domain Names Plain Text Mailbox on web Email Phone numbers FTP server Existing Electronic Files Hard Copy Files Equipment NCEC Connects with City Council New Technologies/protocol Newsletters Communications between neighborhoods Communications between neighborhood and city	Contract Management/implications Data Management Research, reporting, analysis Neighborhood Certification Home Tour Plans/Maps NRP Home Improvement Programs County and School Contracts Contract Routing and Tracking Checks and Balances Obligations/Revenues/Expenditures Policy Board Support Finance Accounting Support External Contracts Department Space Needs NCEC Election Process Evaluation of the Programs Department Business Plan NCEC Relationship to other boards	Existing NRP Policies Integration Issues Sequencing Neighborhoods-Phase I, II, III Citizen Participation Contract New NRP Policies (Phase II) Grievance Procedures All Neighborhood Gathering Support and Training/Board and Staff Eligibility Transition Funds Block Clubs and CCP/SAFE Access & Outreach Efforts Allocation Formula Administrative Fund (\$3M) Equity Considerations/sequencing Neighborhood Investment Fund Community Investment Fund Collaborations/Partnerships Capacity and Infrastructure Support Accountability Leadership Development Auditing Directors and Officers Insurance Membership Criteria Evaluation of the Programs	Hire NCR Director Staffing Matrix NV Job classifications A&O Job classifications A&O Hiring NV Hiring	Leadership development Outreach to community orgs ADA compliance and support Limited English Proficiency Plans Partnership development Connection to neighborhood orgs Connection to City departments New resident orientation Recruitment Strategies for NCEC MAC on People with Disabilities Latino Advisory Committee Metropolitan Urban Indian Directors	Staff Training and Support Accountability Two Way Communications City and NRI priorities Integration of budget and city plans Performance measures Resiliency Existing Comm. Part Practices City budget process Civic Participation Academy

# Neighborhood and Community Relations Department

Components of Integrating NRP Phase I and II Programs  
Based on Working Group Consisting of NCR, NRP and Development Finance Staff

- **Legal**
  - NRP Policy Board, staff, administration, assets...
- **Information Systems**
  - Databases, websites, files, equipment, newsletters, communication...
- **Administrative**
  - Contract management, home tour, plan mods...
- **Neighborhood Vitality**
  - Existing NRP Programs, Phase III guidelines, block clubs, Citizen Participation...
- **Staffing**
  - Job Descriptions, Roles and Classifications, Transfers, Unions, Rights, Hiring...
- **Access and Outreach**
  - Outreach, ADA Compliance, Latino Advisory Committee ...
- **Services to the City Enterprise**
  - Staff Training and Support, Priorities, Performance Measures...

# Neighborhood and Community Relations Department

## Integration Timeline for 2010

Neighborhood and Community Relations Department  
Scope of Work Timeline

Neighborhood and Community Relations Department Timeline	2009		2010			2011
	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1
Legal	Legal Review and Drafting	IRPA Goals, Status of Policy Board	IRPA Goals, Status of Policy Board			
Information Systems	Bidding, Filing and Info Systems	Platform/Database Issues	Communication Technologies	Communication Plan		
Administrative	Contract Management, Department Space Needs	Contract Management, Accounting Support	Contract Management, Accounting Support	Contract Management, Evaluation	Department Budget or Plan Evaluation	
Neighborhood Vitality	Transition Fund, Existing NRP Policies, Citizen Participation Program	NIF Guidelines, Phase Coordination, Citizen Participation Program	NIF Guidelines, Phase Coordination	CIF Guidelines, All Nbrd Gathering, Phase III Planning	Phase III Planning	Phase III Planning and Review
Staffing	Director Hired, Staffing, Job Classifications	Support Staff, Access, Outreach Staff	Neighborhood Vitality Staff			
Access and Outreach			ADA Compliance, Outreach Strategies	ADA Compliance, Outreach Strategies, Leadership Development	ADA Compliance, LEP, Integration of Nbrd/City Work	Outreach Strategies
Services to the City				Performance Measure, Existing Practices	Nbrd Phase III Plan Dev, Staff Collection and Coordination Teams	Staff Training and Support, Staff Collection and Coordination Teams

# Neighborhood and Community Relations Department

## 2010 Budget Highlights

- **2010 is a transition year that includes some program-related expenses and some setup costs**
- **Positions currently in Community Engagement, Multicultural Services, and the Homelessness Coordinator are transitioned to the Neighborhood and Community Relations Department in 2009 and 2010.**
- **Neighborhood Revitalization Program (NRP) functions and staff positions remain in NRP's budget for 2010.**
- **The Citizen Participation Program remains in CPED and administered by City of Minneapolis Development Finance for 2010**

# Neighborhood and Community Relations Department

## The Work Ahead

- “Phase III” program development
- Transition Fund program development (proposed)
- Integration of NRP Phases I and II
- Building inclusion and outreach practices
- NCEC development
- Supporting and enhancing dynamic Community Engagement practices in City Departments
- Staffing the department
- Locating department space
- Communicating our work