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COMMUNITY PARTICIPATION PROGRAM  
**2011 Application**

*Approved by the Windom Park Citizens in Action Board of Directors Jan. 25, 2011*

**CONTACT INFORMATION:**

Organization Name:	Windom Park Citizens in Action (WPCiA)
Address:	2314 Lowry Ave. NE, Minneapolis, MN 55418
Website url:	<a href="http://www.windompark.org">www.windompark.org</a>
Organization email:	<a href="mailto:info@windompark.org">info@windompark.org</a>
Federal EIN:	411717051
Board Contact:	Name: Steve Sylvester
Staff Contact:	Name: Gayle Bonneville

**FUNDING ACTIVITIES.**

Use the following questions as a guide for your submission.

1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?

In 2011, WPCiA plans to undertake its Phase II NRP planning process. We will be identifying various stakeholders groups and soliciting their input. In the course of this initiative, we will be learning from residents and other stakeholders what they expect from WPCiA, how best to involve them, and what they would like to see WPCiA work on going forward with community engagement and outreach.

2. What regular outreach and engagement activities will your organization carry out in 2011?

In addition to continuing to conduct and publicize our regular schedule of monthly Neighborhood Meetings, board meetings and committee meetings, we plan to produce monthly postcards to be sent to each address in the neighborhood via U.S. Mail. The main focus of the postcards will be to remind the community of our regular monthly

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neighborhood, board and committee meetings as avenues for community engagement and to encourage their participation in WPCiA and to offer their input. The postcards will also provide a venue for WPCiA to briefly note any other news and opportunities for community engagement, along with reminders about WPCiA home loans, events and security rebates, etc. that are available. We plan to produce at least one four-page paper newsletter to be mailed to all addresses in the neighborhood in advance of our November 2011 Annual Meeting and Board Election. We are making our newly redesigned (2010) Web site a priority for 2011 to ensure that timely and useful information is available there and utilized. We will also continue encouraging residents and businesses in the community to join our e-mail list for timely updates. WPCiA also plans to distribute more focused flyers door-to-door related to specific projects or topics impacting those immediate neighbors or addresses. WPCiA will also work to determine neighborhood needs related to translation of WPCiA's written materials and work to provide that service to residents where applicable. In addition, we plan a pilot project of informal coffee-chat sessions at non-standard times and locations in the neighborhood to increase access to WPCiA and to reach out to more neighbors. Finally, we will continue offering free child care at our meetings held at the park location in order to make attendance easier for parents.

3. How will your organization reach out to under-represented groups in your community? Who are these groups?

Under-represented groups in this neighborhood include renters, senior citizens and possibly native Spanish-speakers. After reviewing 2010 Census data, we hope to have a better picture of our current neighborhood's demographics. We plan to conduct outreach to under-represented groups via monthly postcard mailings, invitations to WPCiA meetings, door knocking and surveys to ascertain neighborhood needs and priorities, and translation as needed for non-native English-speaking residents. We will investigate holding meetings closer to the core of rental areas to find out if this would improve engagement. We also plan to conduct daytime meetings/informal chats at locations outside of our office and usual meeting locations and times in order to expand our reach to more residents. In addition, we plan a summer "Community on Your Corner" event such as an ice-cream social or the like at a business/residential node in the neighborhood that has recently experienced crime/safety/livability issues.

4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).

Overall, WPCiA would like to engage in Phase II NRP Plan Development for our next Neighborhood Action Plan. For more site-specific planning and design, we intend to focus efforts on the Lowry-Central corner ("fire site"), the New Brighton Boulevard/Highway 88 intersection, and crime and safety issues at the 19<sup>th</sup> and Fillmore St. NE business/residential node. Ongoing review of land use issues through the Community Land Use and Planning (CLUP) Committee as well as CLUP's ongoing efforts

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to influence development at specific trouble spots (such as the former Burger King, and 19th Avenue NE-Fillmore St. NE) are also key initiatives for WPCiA. The Tree and Garden Task Force plans to update its master site plan for the collaboratively developed community garden (developed with the neighboring neighborhood organization) and use neighborhood input to identify other sites of need.

5. How does your organization provide information to the community? How do you gather information from the community?

WPCiA provides information to the community via our Web site; the *Windom Park Window* newsletter; our e-mail list, at our monthly neighborhood, committee and board meetings; info displays in our storefront office window; flyers for focused projects/issues; via part-time staff communicating to those who walk in or contact our office by phone or e-mail; one-on-one “word of mouth” informal outreach neighbor-to-neighbor by board members; and by attempting to get free meeting announcements placed in the local newspaper. We gather information via our monthly meetings, walk-ins to our office, board member outreach, phone calls, voicemail, e-mail and Web site. We have also conducted paper surveys and focus groups for past issues.

6. What festivals and events will your organization host or support in 2011?

WPCiA is a partner with Pillsbury School and Minneapolis Park and Rec in the annual Windom Park Community Carnival. We also host summertime community gardening day activities in which we collaborate with the adjacent neighborhood association. We support the annual Bunny Brunch, Halloween Party and Ice Skating Party at Windom Park through financial contributions and outreach. We would also like to sponsor, with the park, a Movies in the Park event this summer.

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

This funding is essential to our neighborhood.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?

We look forward to having city departments and city staff engage with our neighborhood. We also would welcome demographic and Census data broken down by neighborhood. We are interested in seeing the city expand the Welcome Wagon program, your door-knocking team, and the convenience store pilot marketing program to our neighborhood.

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ESTIMATED BUDGET

Staff Expenses	\$6,000.00
Employee Benefits	\$0
Professional Services	\$3,000.00
Occupancy	\$6,600.00
Communications/Outreach	\$12,000
Supplies and Materials	\$1,642.96
Festivals and events	\$5,000
Food and refreshments	\$1,700.00
Development	\$0
Fundraising	\$0
Other Services	\$0
TOTAL:	\$35,942.96